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Haisla Town Centre

Community Interest Report

Prepared for:
Haisla Nation Council

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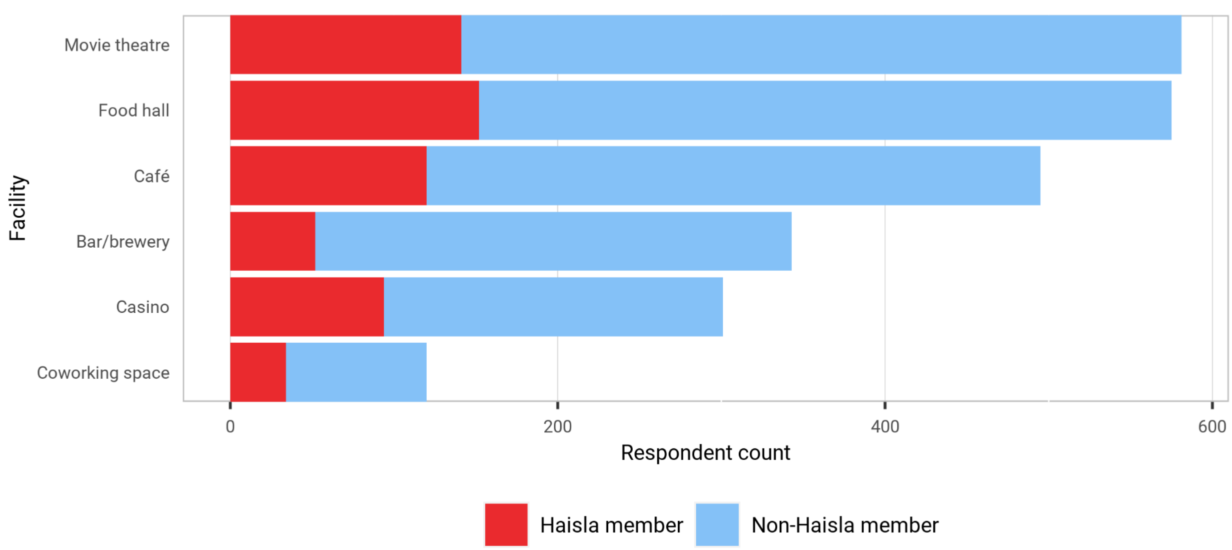
Executive Summary

The ongoing Haisla Town Centre (HTC) project, located at the site of the old Kitimat hospital, is planned to include up to 150 apartment units, an 80-room hotel, a commercial building, and a 5,000 sq. ft. restaurant, among other facilities and retail businesses (Kerkhoff, n.d.). Haisla Nation Council is currently looking to inform Phase 2 of the project by conducting market research to highlight the types of facilities and retail businesses that locals would most like to see.

As part of that market research, the HTC Community Interest Survey was enumerated between October and November 2021 to people in Kitimat and the surrounding communities to (i) better plan for and build a Town Centre that meets their needs and to (ii) inform broader economic developments in Kitimat. This survey allowed respondents to choose up to nine facility types and to provide feedback on those facilities including a potential food hall, bar/brewery, and casino. This report summarizes both the facility types of most interest to respondents and their desired features.

The most popular facilities included a movie theatre (581 respondents, or 24%), a food hall (575, or 24%), and a café (495, or 20%). Facilities are presented in order of popularity in Figure E.1.

Figure E.1: Most popular facilities



Source: HTC Community Interest Survey. **Note:** Ordered in descending order of the number of respondents who stated they would be interested in visiting a given facility at HTC if it had at least one of the features they specified.

For each of these facilities, respondents were asked about how often they visited a particular currently-existing facility of a similar type, what they valued in facilities of that type (where applicable), and which features they would most like to see in such a facility at HTC, if one existed.

Movie theatre

A total of 581 respondents (24%) indicated that they would visit a movie theatre at HTC if it had at least one of the features they specified. The highest proportions of respondents reported watching movies in a theatre once every few months (31%). The highest proportions of respondents were most interested in new releases (18%), food availability (11%), and luxury seating options (11%) at a movie theatre at HTC.

Food hall

A total of 575 respondents (24%) indicated that they would visit a food hall at HTC if it had at least one of the features they specified. Respondents are the most dissatisfied with the atmosphere (41%) and variety (59%) offered by currently-existing Kitimat restaurants, which are the third and fourth-most important factors identified across respondents, respectively. This finding presents opportunities for improvement over currently-existing Kitimat restaurants. The highest proportions of respondents stated they would visit a food hall at HTC for comfortable indoor seating (16%), a wide variety of cuisines (15%), or a family-friendly area (12%).

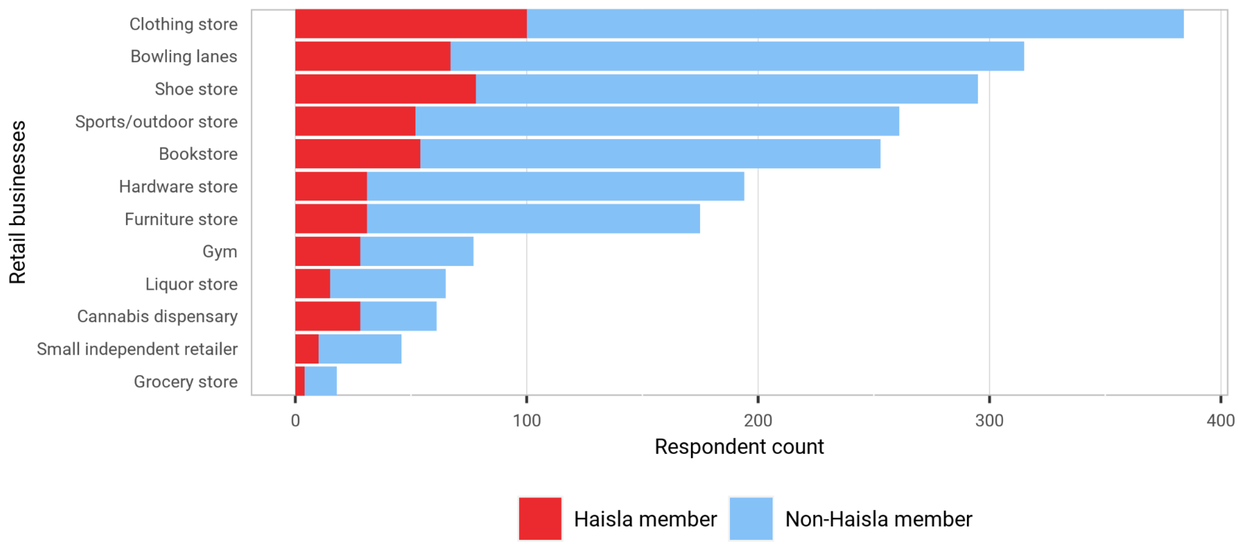
Café

A total of 495 respondents (20%) indicated that they would visit a café at HTC if it had at least one of the features they specified. The highest proportions of respondents are dissatisfied with the beverage quality (40%), variety (34%), and atmosphere (33%) offered by currently-existing Kitimat cafés. Beverage quality and atmosphere are the second and third-most important factors identified by respondents, respectively. This finding presents opportunities for improvement in areas which are relatively important to respondents. The highest proportions of respondents said that they would visit a café at HTC for fresh baked goods (15%), comfortable indoor seating (14%), or a wide variety of drink options (12%).

Retail businesses

Respondents were also asked about the types of retail businesses they would be most interested in visiting if made available at HTC. The highest proportions of respondents expressed interest in a clothing store (384 respondents, or 18%), bowling lanes (315, or 15%), or a shoe store (295, or 14%). Retail businesses are presented in Figure E.2 in order of respondent interest.

Figure E.2: Most popular retail businesses



Source: HTC Community Interest Survey. **Question:** "Which of the following retail businesses would you be most interested in visiting if they were located at Haisla Town Centre?"

While these findings offer insights into consumer demand in Kitimat, more research would be needed to adequately assess the market viability of such facilities at HTC.

0.0 Introduction

We provide a broad overview of the Haisla Town Centre (HTC) project in Section 0.1 and a brief summary of the topics covered in the HTC Community Interest Survey in Section 0.2.

0.1 Haisla Town Centre

The ongoing HTC project, located at the site of the old Kitimat hospital, is planned to include up to 150 apartment units, an 80-room hotel, a commercial building, and a 5,000 sq. ft. restaurant, among other facilities and retail businesses. Phase 1 of the project culminated in a 49-room building (leased to LNG Canada), for which construction began in 2015 and was completed in 2017 (Kerkhoff, n.d.). Haisla Nation Council is currently looking to inform Phase 2 of the project by conducting market research to highlight the facilities and retail businesses that locals would most like to see.

0.2 HTC Community Interest Survey

Between October and November 2021, the HTC Community Interest Survey was enumerated in Kitimat and the surrounding communities. The purposes of this survey were to (i) plan for and build a town centre that meets the community's needs and to (ii) inform broader economic development in Kitimat. The survey covered nine facility types of interest, including:

1. Food hall
2. Café
3. Craft brewery/bar
4. Coworking/office space
5. Movie theatre
6. Gaming centre
7. Retail (customers)
8. Retail (prospective retailers)
9. Indigenous tourism & cultural activities

In this report, we present the most popular facilities among respondents who participated in the survey and, where applicable, the features respondents would most like to see in those facilities.

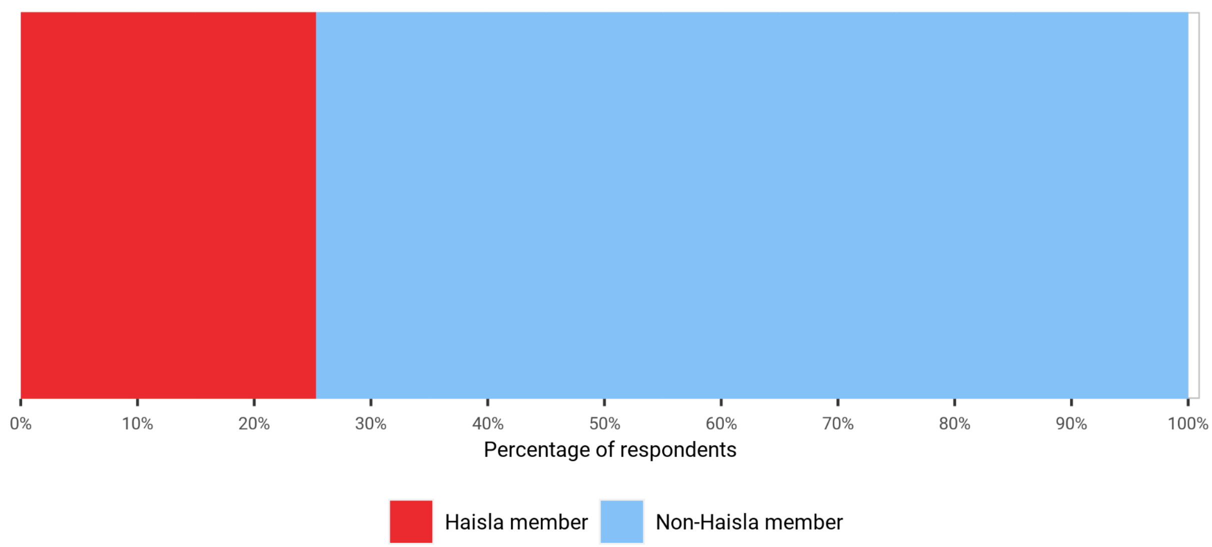
1.0 Data profile

In this section we present demographic statistics for respondents to the HTC Community Interest Survey by (i) Haisla member status, (ii) location, (iii) age, (iv) sex, and (v) employment status.

1.1 Haisla member status

Out of 731 respondents, 25% (185) identified as Haisla members.[1] These data are presented in Figure 1.1 and Table 1.1.

Figure 1.1: Respondents by Haisla member status



Source: HTC Community Interest Survey. **Question:** "Are you a member of Haisla Nation?"

Table 1.1: Respondents by Haisla member status

Total	Haisla members		Non-Haisla members	
	#	%	#	%
731	185	25%	546	75%

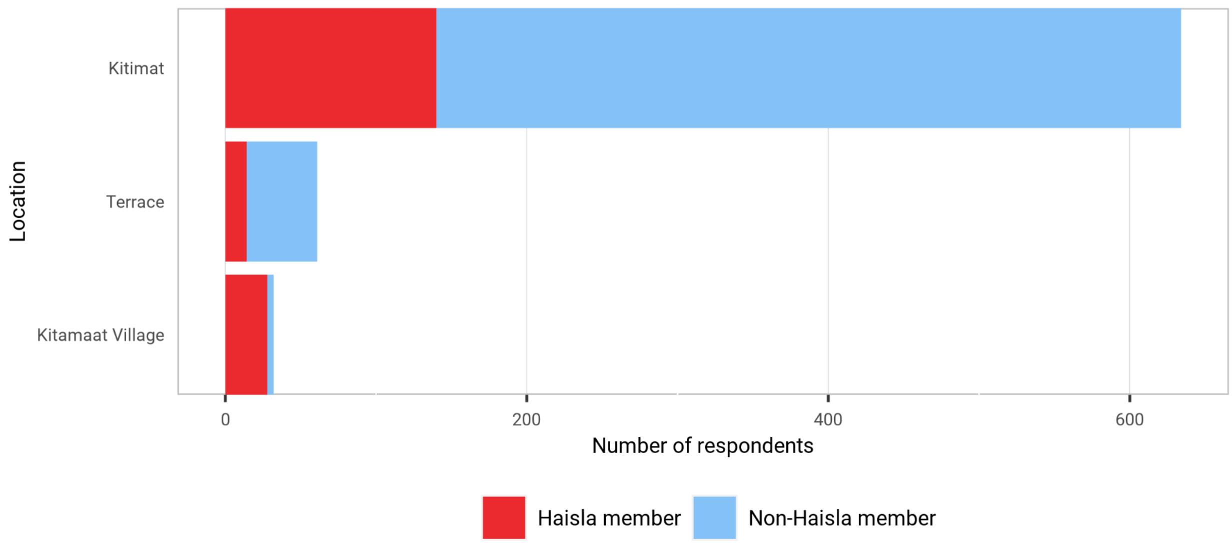
Source: HTC Community Interest Survey. **Question:** "Are you a member of Haisla Nation?"

[1] We refer to the latter category as non-Haisla members throughout the remainder of this report.

1.2 Location

Most respondents (634, or 87%) live in Kitimat, with smaller numbers of respondents living in Terrace (61, or 8%) and Kitamaat Village (32, or 4%). These data are presented in Figure 1.2 and Table 1.2.

Figure 1.2: Respondents by location



Source: HTC Community Interest Survey. **Question:** "Do you currently live in Kitimat or a surrounding community?" **Note:** Using the "Other (please specify)" option, one respondent reported living in Nass Valley and three respondents reported living in Prince Rupert. These responses are omitted in this figure.

Table 1.2: Respondents by location

Location	Total		Haisla members		Non-Haisla members	
	#	%	#	%	#	%
Kitimat	634	87%	140	77%	494	91%
Terrace	61	8%	14	8%	47	9%
Kitamaat Village	32	4%	28	15%	4	1%
Total	**727**	**100%**	**182**	**100%**	**545**	**100%**

Source: HTC Community Interest Survey. **Question:** "Do you currently live in Kitimat or a surrounding community?" **Note:** Using the "Other (please specify)" option, one respondent reported living in Nass Valley and three respondents reported living in Prince Rupert. These are omitted in this table to highlight the locations with the most respondents. Percentages may not sum to 100 due to rounding.

1.3 Age

Respondents were most commonly between 30–34 (105 respondents, or 14%), 35–39 (103, or 14%), or 40–44 years of age (93, or 13%). Haisla seniors between 55–59 years of age are particularly overrepresented in our sample (31 respondents, or 17% of all Haisla respondents). These data are presented in Figure 1.3 and Table 1.3

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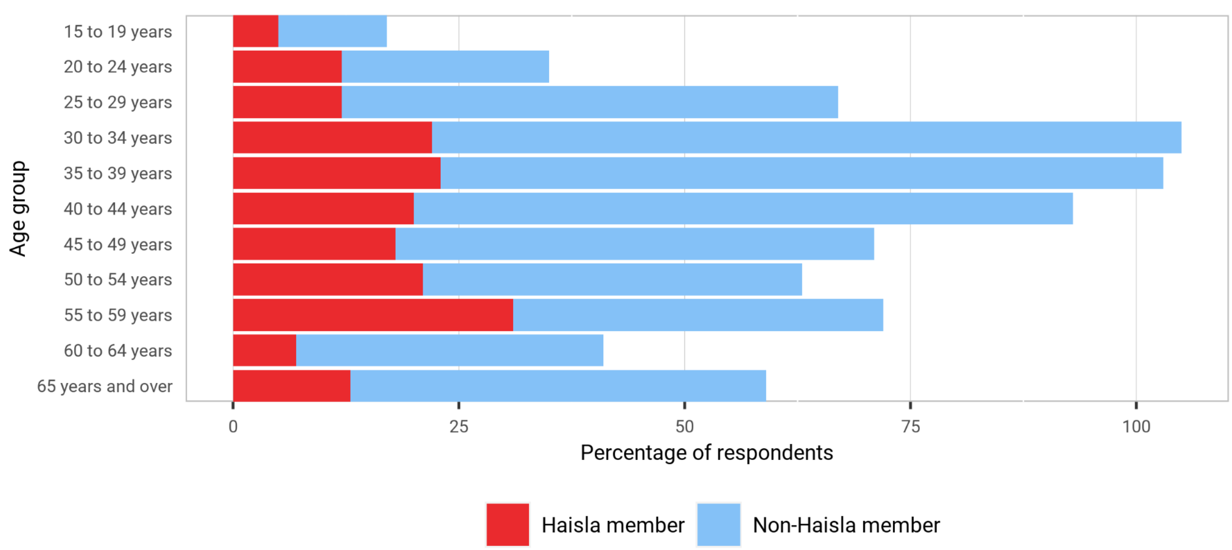
Figure 1.3: Respondents by age group



Source: HTC Community Interest Survey. **Question:** "How old are you?" **Note:** Respondent-input ages (as numeric values) were categorized into age groups in data analysis.

Table 1.3: Respondents by age group

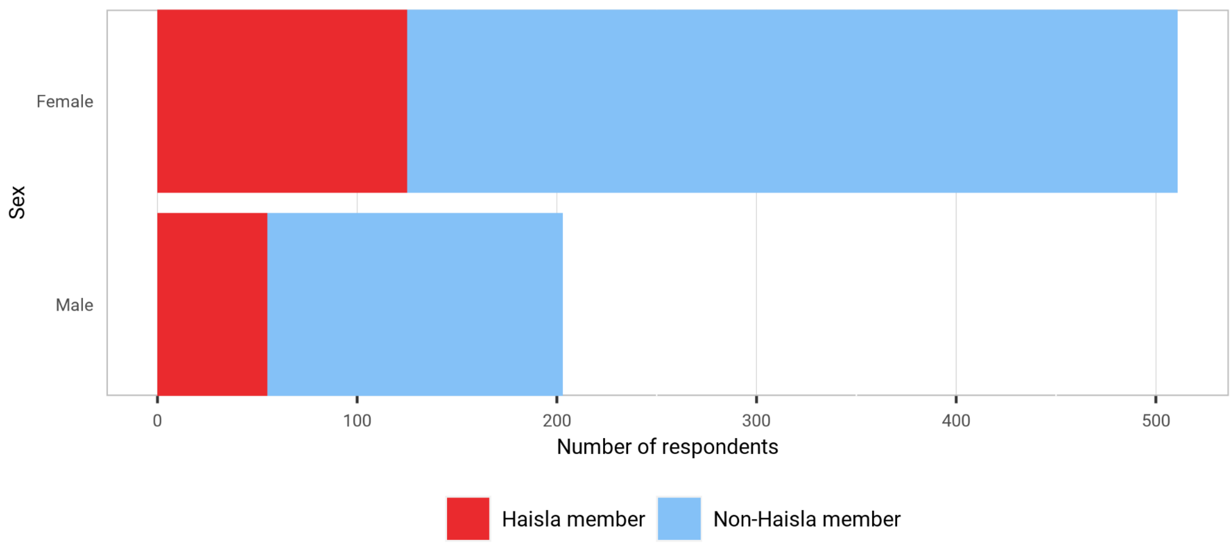
Age group	Total		Haisla members		Non-Haisla members	
	#	%	#	%	#	%
15 to 19 years	17	2%	5	3%	12	2%
20 to 24 years	35	5%	12	7%	23	4%
25 to 29 years	67	9%	12	7%	55	10%
30 to 34 years	105	14%	22	12%	83	15%
35 to 39 years	103	14%	23	12%	80	15%
40 to 44 years	93	13%	20	11%	73	13%
45 to 49 years	71	10%	18	10%	53	10%
50 to 54 years	63	9%	21	11%	42	8%
55 to 59 years	72	10%	31	17%	41	8%
60 to 64 years	41	6%	7	4%	34	6%
65 years and over	59	8%	13	7%	46	8%
Total	**726**	**100%**	**184**	**100%**	**542**	**100%**

Source: HTC Community Interest Survey. **Question:** "How old are you?" **Note:** Respondent-input ages (as numeric values) were categorized into age groups in data analysis.

1.4 Sex

Most respondents (511, or 72%) are female. These data are presented in Figure 1.4 and Table 1.4.

Figure 1.4: Respondents by sex



Source: HTC Community Interest Survey. **Question:** "What is your sex?". **Note:** One respondent identified as "Other", and 16 respondents answered that they "Prefer not to say". These responses are omitted from this figure.

Table 1.4: Respondents by sex

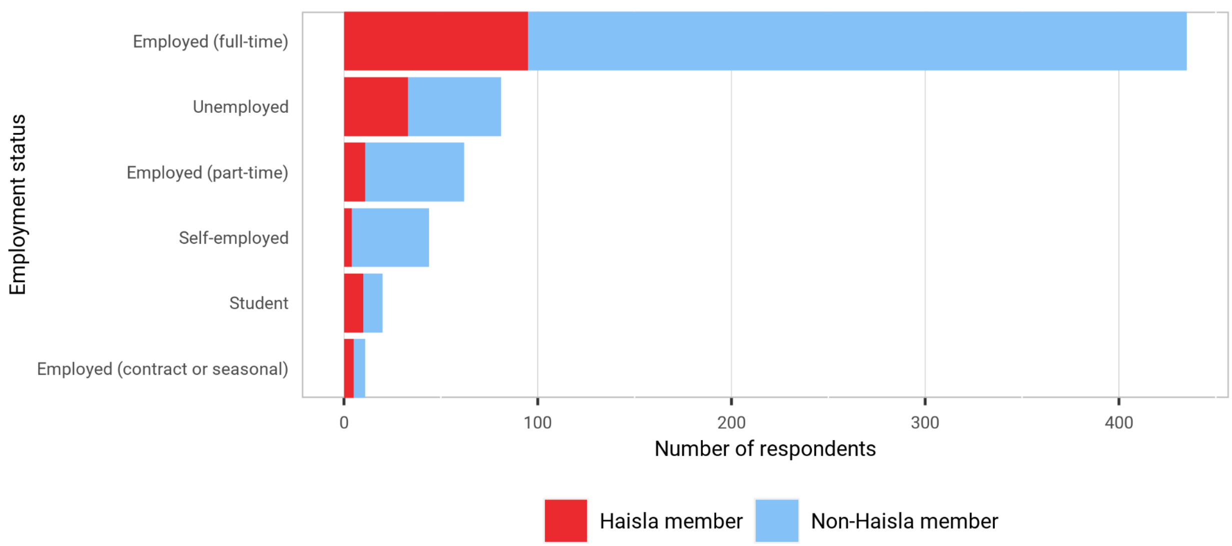
Age group	Total		Haisla members		Non-Haisla members	
	#	%	#	%	#	%
Female	511	72%	125	69%	386	72%
Male	203	28%	55	31%	148	28%
Total	**714**	**100%**	**180**	**100%**	**534**	**100%**

Source: HTC Community Interest Survey. **Question:** "What is your sex?". **Note:** One respondent identified as "Other", and 16 respondents answered that they "Prefer not to say". These responses are omitted from this table.

1.5 Employment status

Most respondents (435, or 67%) were employed full-time at the time they responded to the HTC Community Interest Survey. These data are presented in Figure 1.5 and Table 1.5.

Figure 1.5: Respondents by employment status



Source: HTC Community Interest Survey. **Question:** "What is your current employment status?". **Note:** 68 respondents answered that they "Prefer not to say". These responses are omitted from this figure.

Table 1.5: Respondents by employment status

Age group	Total		Haisla members		Non-Haisla members	
	#	%	#	%	#	%
Employed (full-time)	435	67%	95	60%	340	69%
Unemployed	81	12%	33	21%	48	10%
Employed (part-time)	62	9%	11	7%	51	10%
Self-employed	44	7%	4	3%	40	8%
Student	20	3%	10	6%	10	2%
Employed (seasonal)	11	2%	5	3%	6	1%
Total	**653**	**100%**	**158**	**100%**	**495**	**100%**

Source: HTC Community Interest Survey. **Question:** "What is your current employment status?". **Note:** 68 respondents answered that they "Prefer not to say". These responses are omitted from this table.

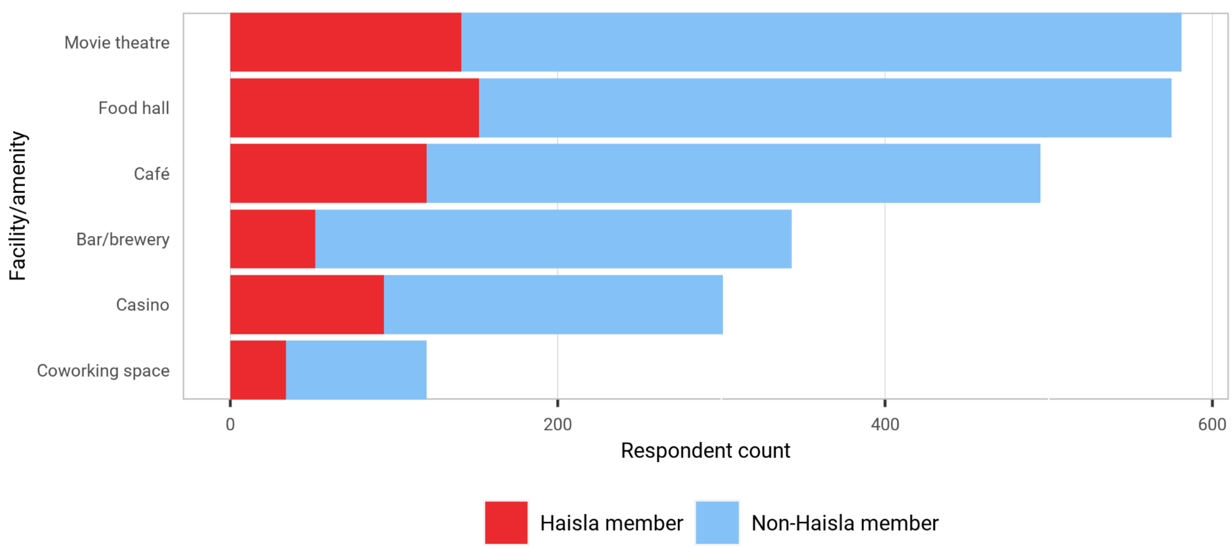
2.0 Main findings

In this section, we present a broad overview of the most popular facilities and retail businesses presented for feedback from Kitimat locals who took part in the HTC Community Interest Survey. In Section 2.1 we present responses regarding facilities and we cover retail businesses in Section 2.2. We separate discussion on the two topics because we ask about facilities in a different way than retail businesses. Combined, we are able to collect information on both the types of facilities and retail businesses that respondents would like to see at HTC.

2.1 Facilities

The highest proportions of respondents were interested in visiting a HTC movie theatre (24%), food hall (24%), or café (20%). These data are presented in Figure 2.1 and Table 2.1, sorted by popularity.

Figure 2.1: Most popular facilities



Source: HTC Community Interest Survey. **Question:** “Everything considered, would you be interested in visiting a [facility listed] at Haisla Town Centre that had one or more of the features you specified in your answer to the previous question?”. **Note:** This figure displays the responses of those who answered “Yes” to this question.

Table 2.1 presents the percentage breakdown of Haisla members interested in various facilities compared to non-Haisla members.

Table 2.1: Most popular facilities

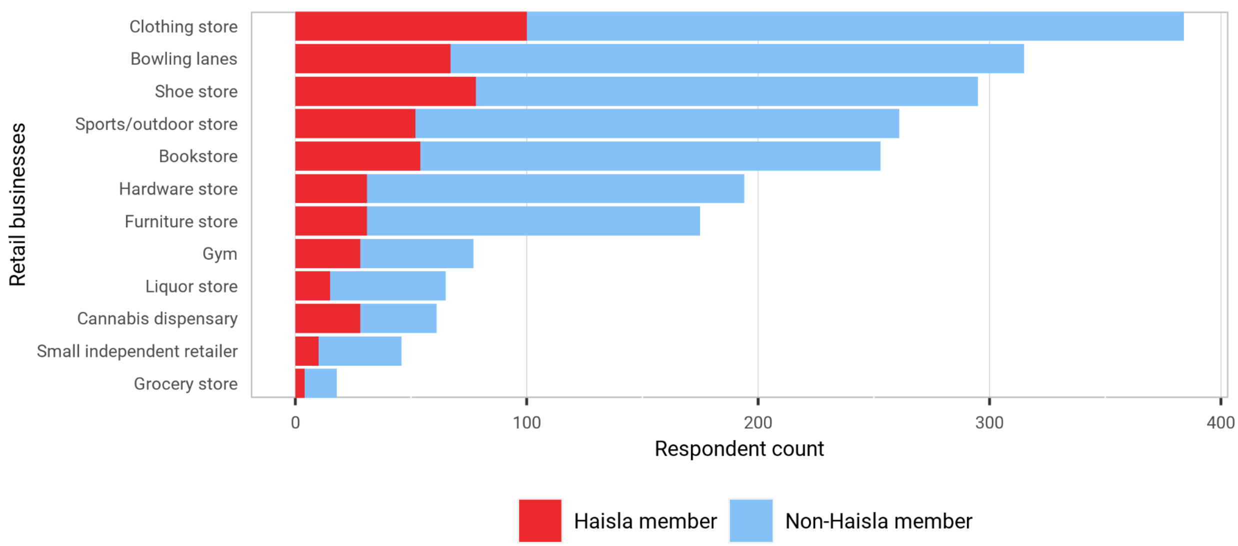
Facility	Total		Haisla members		Non-Haisla members	
	#	%	#	%	#	%
Movie theatre	**581**	**24%**	141	24%	440	24%
Food hall	**575**	**24%**	152	26%	423	23%
Café	**495**	**20%**	120	20%	375	21%
Bar/brewery	**343**	**14%**	52	9%	291	16%
Casino	**301**	**12%**	94	16%	207	11%
Coworking space	**120**	**5%**	34	6%	86	5%

Source: HTC Community Interest Survey. **Question:** "Everything considered, would you be interested in visiting a [facility listed] at Haisla Town Centre that had one or more of the features you specified in your answer to the previous question?". **Note:** This table displays the responses of those who answered "Yes" to this question.

2.2 Retail businesses

The highest proportion of respondents indicated interest in visiting a clothing store (384, or 18%), bowling lanes (315, or 15%), or a shoe store (295, or 14%) at HTC. These data are presented in Figure 2.2 and Table 2.2, sorted by popularity.

Figure 2.2: Most popular retail businesses



Source: HTC Community Interest Survey. **Question:** "Which of the following retail businesses would you be most interested in visiting if they were located at Haisla Town Centre?"

Table 2.2 presents the percentage breakdown of Haisla members interested in various retail businesses compared to non-Haisla members.

Table 2.2: Most popular retail businesses

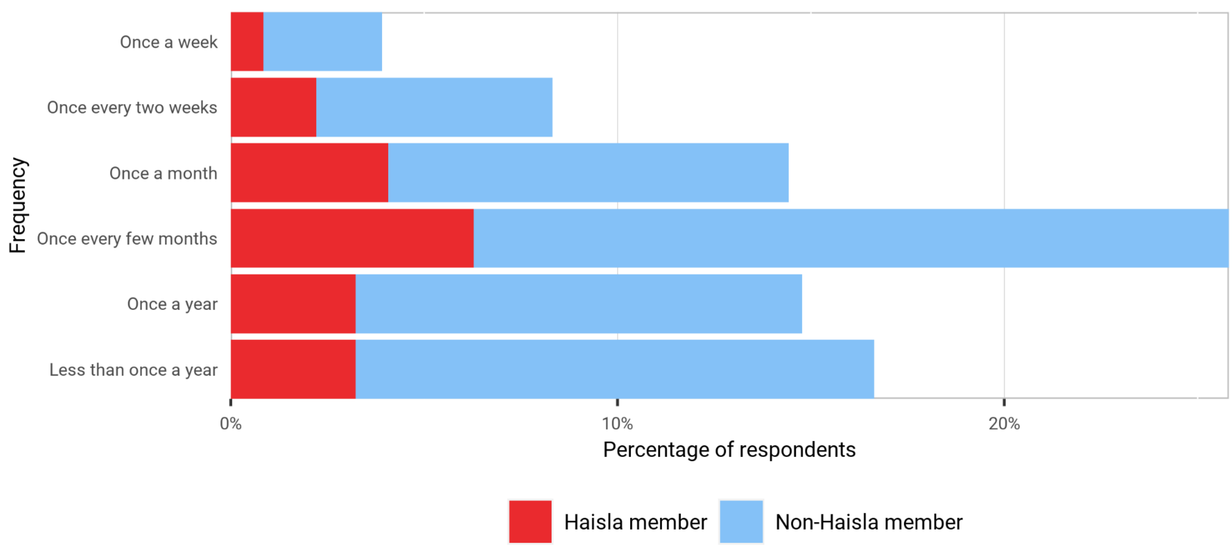
Business	Total		Haisla members		Non-Haisla members	
	#	%	#	%	#	%
Clothing store	**384**	**18%**	100	20%	284	17%
Bowling lanes	**315**	**15%**	67	13%	248	15%
Shoe store	**295**	**14%**	78	16%	217	13%
Sports/outdoor store	**261**	**12%**	52	10%	209	13%
Bookstore	**253**	**12%**	54	11%	199	12%
Hardware store	**194**	**9%**	31	6%	163	10%
Furniture store	**175**	**8%**	31	6%	144	9%
Gym	**77**	**4%**	28	6%	49	3%
Liquor store	**65**	**3%**	15	3%	50	3%
Cannabis dispensary	**61**	**3%**	28	6%	33	2%
Independent retailer	**46**	**2%**	10	2%	36	2%
Grocery store	**18**	**1%**	4	1%	14	1%

Source: HTC Community Interest Survey. **Question:** "Which of the following retail businesses would you be most interested in visiting if they were located at Haisla Town Centre?"

3.0 Movie theatre

In this section we present responses regarding a movie theatre at HTC. First, we present how often Kitimat locals visit movie theatres in Figure 3.1, with counts and percentages presented in Table 3.1. The highest proportion of respondents (31%) visit movie theatres once every few months.

Figure 3.1: How often Kitimat locals visit movie theatres



Source: HTC Community Interest Survey. **Question:** "How often do you typically watch movies at a theatre?"

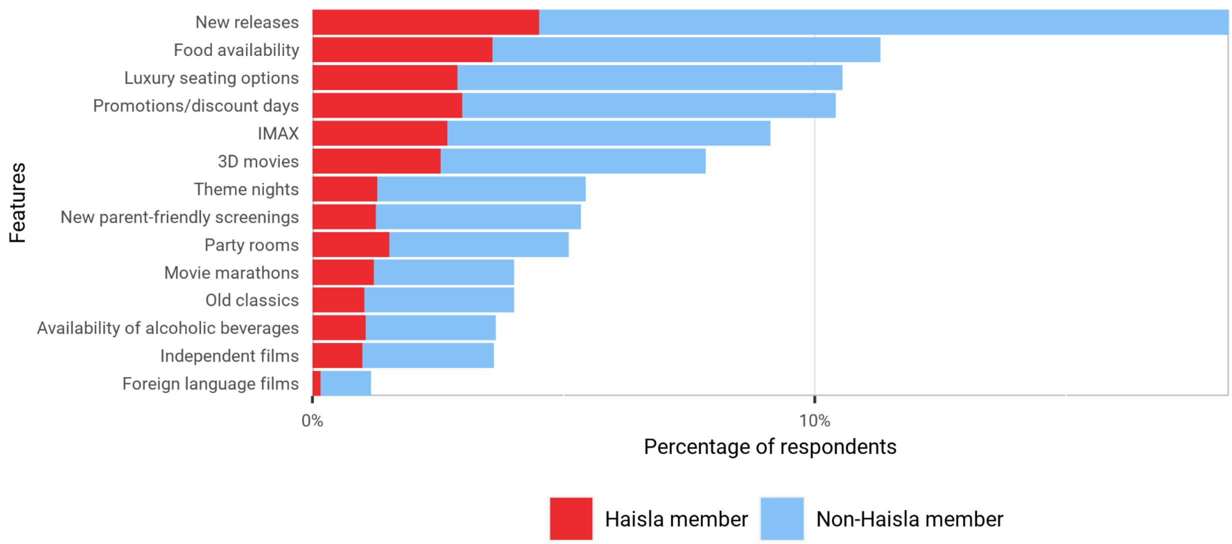
Table 3.1: How often Kitimat locals visit movie theatres

Frequency	Total		Haisla members		Haisla members	
	#	%	#	%	#	%
Once a week	**23**	**5%**	5	4%	18	5%
Once every two weeks	**49**	**10%**	13	11%	36	10%
Once a month	**85**	**17%**	24	21%	61	16%
Once every few months	**152**	**31%**	37	32%	115	31%
Once a year	**87**	**18%**	19	16%	68	18%
Less than once a year	**98**	**20%**	19	16%	79	21%

Source: HTC Community Interest Survey. **Question:** "How often do you typically watch movies at a theatre?" **Note:** 47 respondents responded that they were "Unsure", 33 respondents responded that they never visit movie theatres, and 15 responded that they "Prefer not to say". These responses are omitted from this table. Percentages displayed may not add up to 100% due to rounding.

The most popular movie theatre features are presented in Figure 3.2 and Table 3.2. Out of these, the highest proportions of respondents were interested in new releases (18%), food availability (11%), and luxury seating options (11%).

Figure 3.2: Most popular movie theatre features



Source: HTC Community Interest Survey. **Questions: (1)** "Which of the following features would you consider most important in deciding to visit a movie theatre at Haisla Town Centre? Please select all that apply." **(2)** "Everything considered, would you be interested in visiting a movie theatre at Haisla Town Centre that had one or more of the features you specified in your answer to the previous question?"

Table 3.2: Most popular movie theatre features

Feature	Total		Haisla members		Haisla members	
	#	%	#	%	#	%
New releases	**550**	**18%**	136	16%	414	19%
Food availability	**341**	**11%**	108	13%	233	11%
Luxury seating options	**318**	**11%**	87	10%	231	11%
Discount days	**314**	**10%**	90	11%	224	10%
IMAX	**275**	**9%**	81	10%	194	9%
3D movies	**236**	**8%**	77	9%	159	7%
Theme nights	**164**	**5%**	39	5%	125	6%
Parent-friendly screenings	**161**	**5%**	38	5%	123	6%
Party rooms	**154**	**5%**	46	5%	108	5%
Movie marathons	**121**	**4%**	37	4%	84	4%
Old classics	**121**	**4%**	31	4%	90	4%
Availability of alcohol	**110**	**4%**	32	4%	78	4%
Independent films	**109**	**4%**	30	4%	79	4%
Foreign language films	**35**	**4%**	5	1%	30	1%

Source: HTC Community Interest Survey. **Questions: (1)** "Which of the following features would you consider most important in deciding to visit a movie theatre at Haisla Town Centre? Please select all that apply." **(2)** "Everything considered, would you be interested in visiting a movie theatre at Haisla Town Centre that had one or more of the features you specified in your answer to the previous question?"

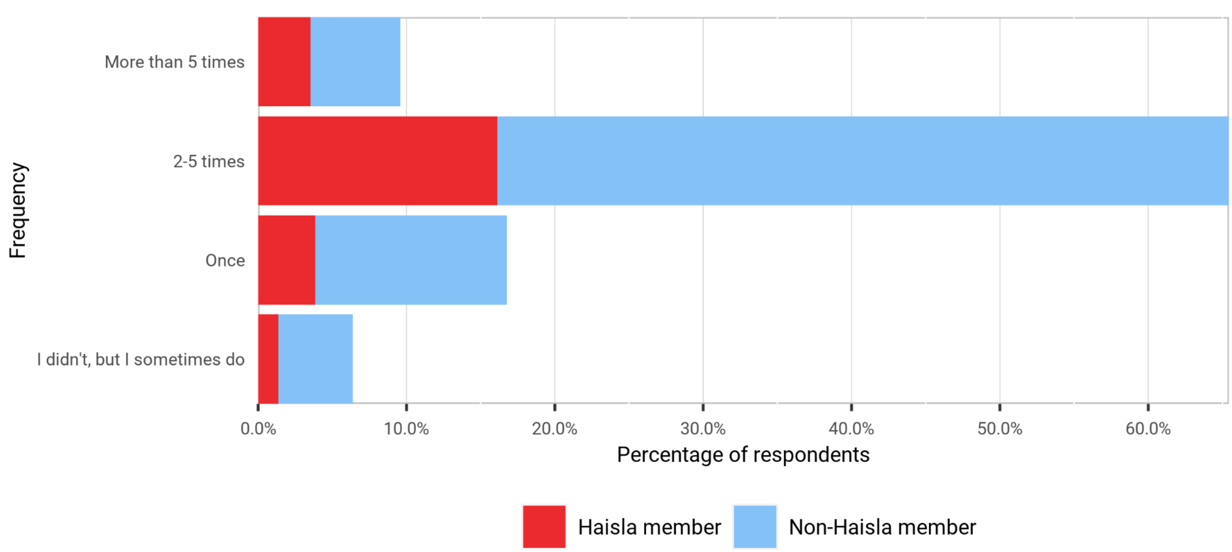
4.0 Food hall

In this section we present data collected on customer preferences regarding restaurants, how Kitimat restaurants match up to those preferences, and what types of cuisines and features Kitimat locals would most like to see in a HTC food hall.

4.1 Kitimat restaurants

In Figure 4.1 we present data on how often Kitimat locals ate at, ordered takeout, or ordered delivery from a restaurant. The majority of respondents (65%) reported purchasing from a restaurant between 2 and 5 times over the two weeks prior to taking the survey. Smaller proportions of respondents did this once (17%) and more than 5 times (10%). These data are also presented in Table 4.1.

Figure 4.1: How often Kitimat locals visited or ordered delivery/takeout from a restaurant in the past two weeks



Source: HTC Community Interest Survey. **Question:** "Over the past two weeks, how many times have you eaten at, ordered takeout, or had food delivered from a restaurant?" **Note:** Seven respondents responded that they were "Unsure", and four respondents responded that they "Prefer not to say". These responses are omitted from this figure.

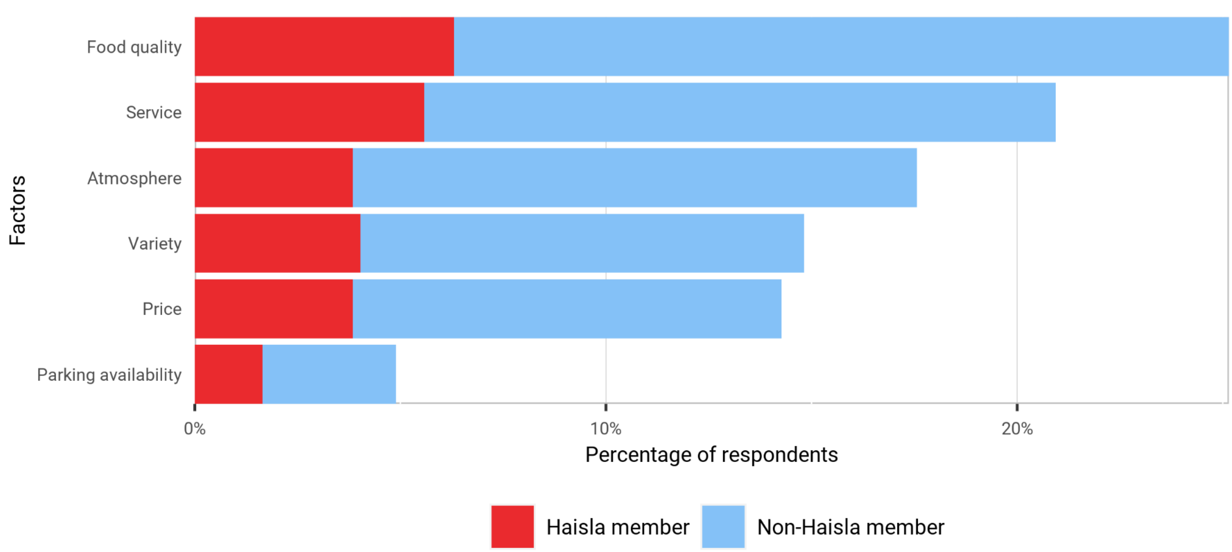
Table 4.1: Number of times Kitimat locals visited/ordered delivery/takeout from a restaurant in the past two weeks

Frequency	Total		Haisla members		Non-Haisla members	
	#	%	#	%	#	%
2-5 times	**390**	**65%**	96	65%	294	67%
Once	**100**	**17%**	23	16%	77	18%
More than 5 times	**57**	**10%**	21	14%	36	8%
I didn't, but I sometimes do	**38**	**6%**	8	5%	30	7%
Total	**585**	**100%**	**148**	**100%**	**437**	**100%**

Source: HTC Community Interest Survey. **Question:** "Over the past two weeks, how many times have you eaten at, ordered takeout, or had food delivered from a restaurant?" **Note:** Seven respondents responded that they were "Unsure", and four respondents responded that they "Prefer not to say". These responses are omitted from this table.

We then asked respondents about the factors that influence their decision to go to a restaurant. The largest proportions of respondents named food quality (26%), service (21%), or atmosphere (18%) as their most important factors. These data are presented as counts and percentages in Figure 4.2 and Table 4.2.

Figure 4.2: Most important restaurant factors to Kitimat locals



Source: HTC Community Interest Survey. **Question:** "What are the most important factors to you when deciding which restaurant to go to? Please select all that apply."

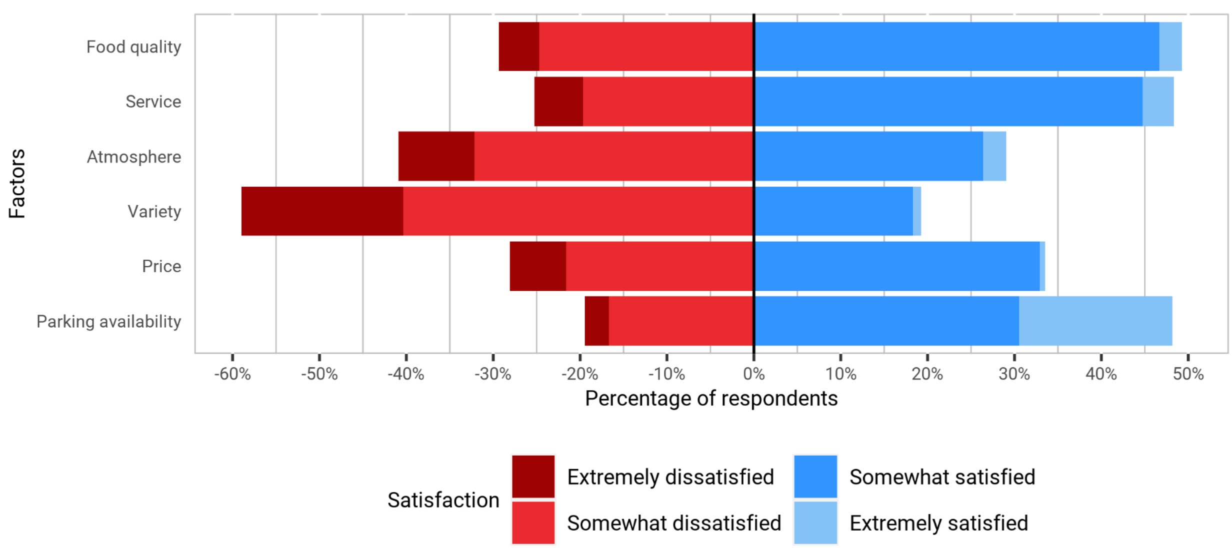
Table 4.2: Most important restaurant factors to Kitimat locals

Factor	Total		Haisla members		Non-Haisla members	
	#	%	#	%	#	%
Food quality	**550**	**26%**	138	25%	412	26%
Service	**458**	**21%**	122	22%	336	21%
Atmosphere	**384**	**18%**	84	15%	300	19%
Variety	**324**	**15%**	88	16%	236	15%
Price	**312**	**15%**	84	15%	228	14%
Parking availability	**107**	**5%**	36	7%	71	4%

Source: HTC Community Interest Survey. **Question:** "What are the most important factors to you when deciding which restaurant to go to? Please select all that apply."

In Figure 4.3 and Table 4.3 we present respondent satisfaction with currently-existing Kitimat restaurants by factor in order of importance. Respondents are the most dissatisfied with the atmosphere (41%) and variety (59%) offered by Kitimat restaurants, which are the third and fourth-most important factors identified across respondents, respectively (as displayed in Figure 4.2 and Table 4.2). This finding presents opportunities for improvement over currently-existing Kitimat restaurants.

Figure 4.3: Satisfaction with currently-existing Kitimat restaurants



Source: HTC Community Interest Survey. **Question:** "Currently, how satisfied are you with the following aspects of local Kitimat restaurants?" [Regarding their choices to the previous question, presented in Figure 4.2 and Table 4.2]. **Note:** Percentages do not sum to 100% because we omit "Neither satisfied nor dissatisfied" responses.

Overall, the highest proportions of respondents were either strongly dissatisfied (19%) or somewhat dissatisfied (40%) with the variety offered by currently-existing Kitimat restaurants. The highest proportions of respondents were either somewhat or extremely satisfied with the food quality (49%), service (48%), and parking availability (48%) of currently-existing Kitimat restaurants.

Table 4.3: Satisfaction with currently-existing Kitimat restaurants

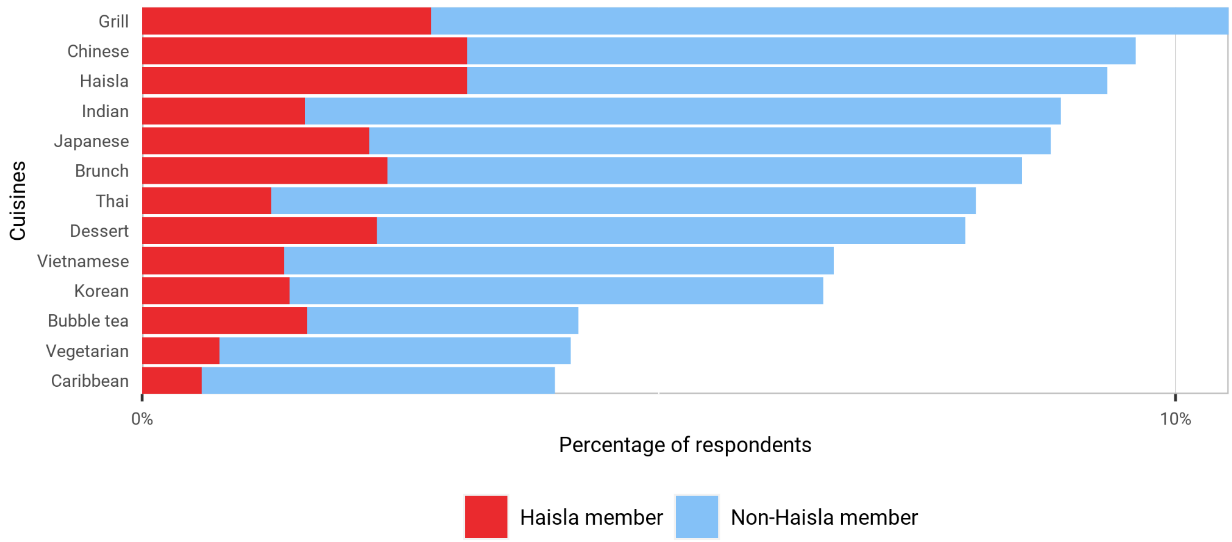
Factor	Total dissatisfied		Extremely dissatisfied		Somewhat dissatisfied		Total satisfied		Somewhat satisfied		Extremely satisfied	
	#	%	#	%	#	%	#	%	#	%	#	%
Food quality	**159**	**29%**	25	5%	134	25%	**267**	**49%**	253	47%	14	3%
Service	**113**	**25%**	25	6%	88	20%	**216**	**48%**	200	45%	16	4%
Atmosphere	**155**	**41%**	33	9%	122	32%	**110**	**29%**	100	26%	10	3%
Variety	**187**	**59%**	59	19%	128	40%	**61**	**19%**	58	18%	3	1%
Price	**87**	**28%**	20	6%	67	22%	**104**	**34%**	102	33%	2	1%
Parking availability	**21**	**19%**	3	3%	18	17%	**52**	**48%**	33	31%	19	18%

Source: HTC Community Interest Survey. **Question:** "Currently, how satisfied are you with the following aspects of local Kitimat restaurants?" [Regarding their choices to the previous question, presented in Figure 4.2 and Table 4.2].
Note: Percentages may not add up exactly over columns due to rounding. Percentages do not sum to 100% because we omit "Neither satisfied nor dissatisfied" responses.

4.2 Food hall features

Finally, we asked about the cuisines that respondents would most like to see in a food hall at HTC. The highest proportions of respondents stated that they would visit a food hall at HTC for a grill restaurant (11%), Chinese cuisine (10%), or Haisla cuisine (9%). These data are displayed in Figure 4.4 and Table 4.4.

Figure 4.4: Cuisines of interest to Kitimat locals



Source: HTC Community Interest Survey. **Question:** "Which of the following cuisines would you visit a Food Hall at Haisla Town Centre for? Please select all that apply."

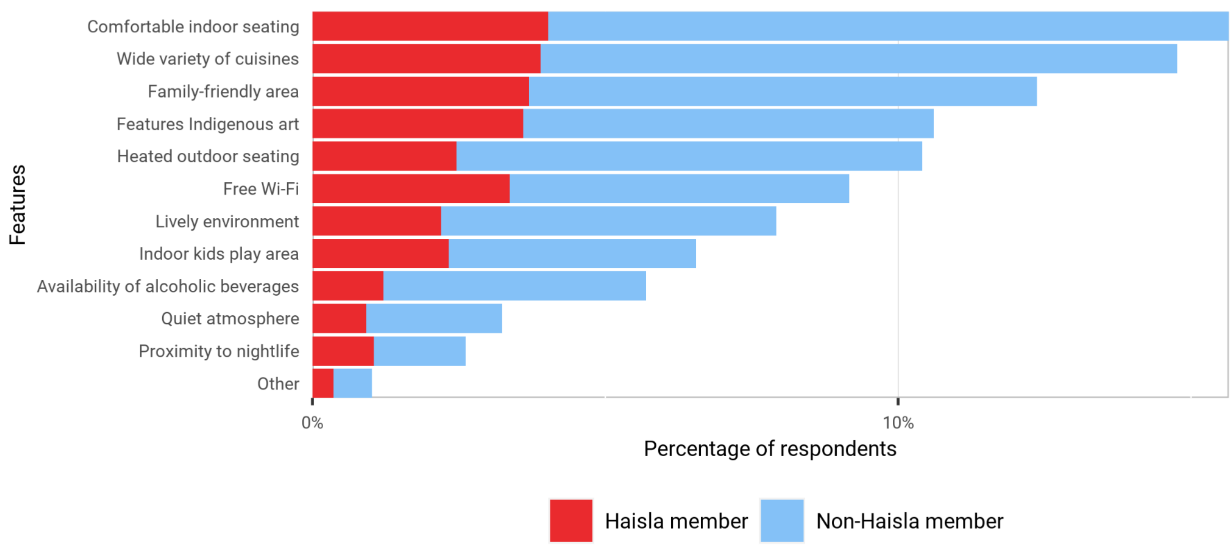
Table 4.4: Cuisines of interest to Kitimat locals

Cuisine	Total		Haisla members		Non-Haisla members	
	#	%	#	%	#	%
Grill	**421**	**11%**	112	11%	309	11%
Chinese	**385**	**10%**	126	13%	259	9%
Haisla	**374**	**9%**	126	13%	248	8%
Indian	**356**	**9%**	63	6%	293	10%
Japanese	**352**	**9%**	88	9%	264	9%
Brunch	**341**	**9%**	95	10%	246	8%
Thai	**323**	**8%**	50	5%	273	9%
Dessert	**319**	**8%**	91	9%	228	8%
Vietnamese	**268**	**7%**	55	6%	213	7%
Korean	**264**	**7%**	57	6%	207	7%
Bubble tea	**169**	**4%**	64	7%	105	4%
Vegetarian	**166**	**4%**	30	3%	136	5%
Caribbean	**160**	**4%**	23	2%	137	5%

Source: HTC Community Interest Survey. **Question:** "Which of the following cuisines would you visit a Food Hall at Haisla Town Centre for? Please select all that apply."

We then asked respondents about the features they would most like to see in a food hall at HTC. The highest proportions of respondents stated that they would visit a food hall at HTC with comfortable indoor seating (16%), a wide variety of cuisines (15%), or a family-friendly area (12%). These data are presented in Figure 4.5 and Table 4.5.

Figure 4.5: Most important restaurant features to Kitimat locals



Source: HTC Community Interest Survey. **Questions: (1)** " Which of the following features would you consider most important in deciding to visit a Food Hall at Haisla Town Centre? Please select all that apply." **(2)** "Everything considered, would you be interested in visiting a Food Hall at Haisla Town Centre that had one or more of the features you specified in your answer to the previous question?"

Table 4.5: Most important restaurant features to Kitimat locals

Feature	Total		Haisla members		Non-Haisla members	
	#	%	#	%	#	%
Comfortable indoor seating	**478**	**16%**	123	14%	355	16%
Wide variety of cuisines	**451**	**15%**	119	13%	332	15%
Family-friendly area	**378**	**12%**	113	13%	265	12%
Features Indigenous art	**324**	**11%**	110	12%	214	10%
Heated outdoor seating	**318**	**10%**	75	8%	243	11%
Free Wi-Fi	**280**	**9%**	103	12%	177	8%
Lively environment	**242**	**8%**	67	8%	175	8%
Indoor kids play area	**200**	**7%**	71	8%	129	6%
Availability of alcoholic beverages	**174**	**6%**	37	4%	137	6%
Quiet atmosphere	**99**	**3%**	28	3%	71	3%
Proximity to nightlife	**80**	**3%**	32	4%	48	2%

Source: HTC Community Interest Survey. **Questions: (1)** "Which of the following features would you consider most important in deciding to visit a Food Hall at Haisla Town Centre? Please select all that apply." **(2)** "Everything considered, would you be interested in visiting a Food Hall at Haisla Town Centre that had one or more of the features you specified in your answer to the previous question?"

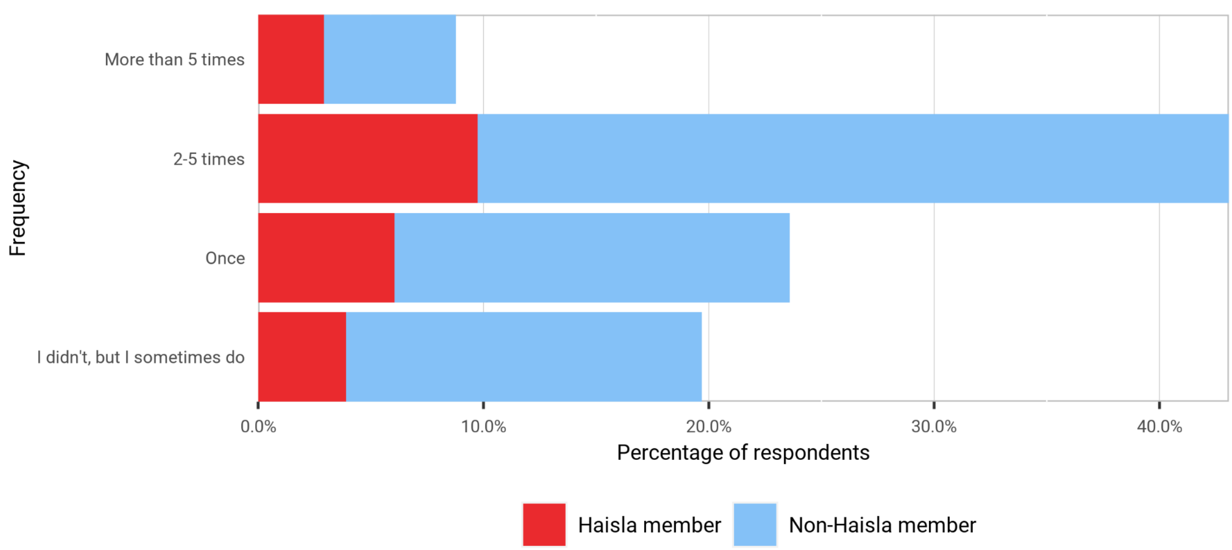
5.0 Café

In this section we present data collected on customer preferences regarding cafés, how Kitimat cafés match up to those preferences, and what types of cuisines and features Kitimat locals want to see in a café at HTC.

5.1 Kitimat cafés

In Figure 5.1 we present data on the frequency with which Kitimat locals ate at or ordered delivery/takeout from a café. The highest proportion of respondents (45%) reported doing this between 2 and 5 times over the two weeks prior to taking the survey. Smaller proportions of respondents did this once (24%) or said that they did not visit or order/takeout delivery from a café in the past two weeks but that they sometimes do (20%). These data are also presented in Table 5.1.

Figure 5.1: How often Kitimat locals visited/ordered delivery/takeout from a café in the past two weeks



Source: HTC Community Interest Survey. **Question:** "Over the past two weeks, how many times have you eaten at, ordered takeout, or had food delivered from a restaurant?" **Note:** 16 respondents responded that they were "Unsure", eight respondents responded that they never go to cafés, and one respondents responded that they "Prefer not to say". These responses are omitted from this figure.

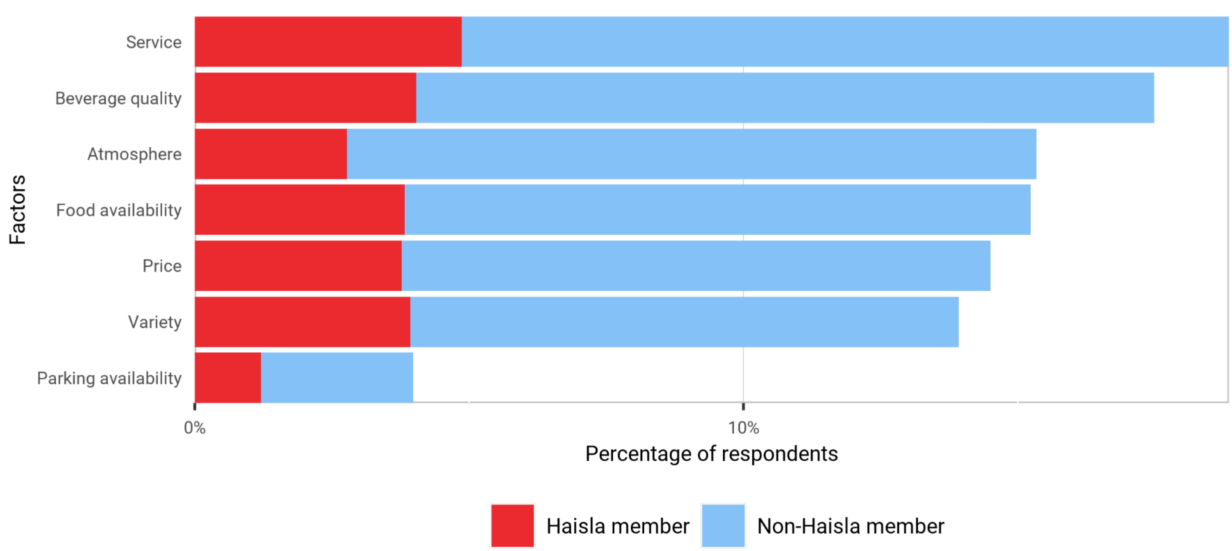
Table 5.1: How often Kitimat locals visited/ordered delivery/takeout from a café in the past two weeks

Frequency	Total		Haisla members		Non-Haisla members	
	#	%	#	%	#	%
2-5 times	**221**	**45%**	50	43%	171	45%
Once	**121**	**24%**	31	26%	90	24%
I didn't, but I sometimes do	**101**	**20%**	20	17%	81	21%
More than 5 times	**45**	**9%**	15	13%	30	8%
I don't go to cafés, ever	**8**	**2%**	1	1%	7	2%

Source: HTC Community Interest Survey. **Question:** "Over the past two weeks, how many times have you eaten at, ordered takeout, or had food delivered from a restaurant?" **Note:** 16 respondents responded that they were "Unsure", 8 respondents responded that they never visit cafés, and one respondent responded that they "Prefer not to say".

We then asked respondents about the factors that influence their decision to go to a café. The largest proportions of respondents named service (19%), beverage quality (18%), or atmosphere (15%) as important factors to them in making this decision. These data are presented in Figure 5.2 and Table 5.2.

Figure 5.2: Most important café factors to Kitimat locals



Source: HTC Community Interest Survey. **Question:** "What are the most important factors to you when deciding which café to go to? Please select all that apply."

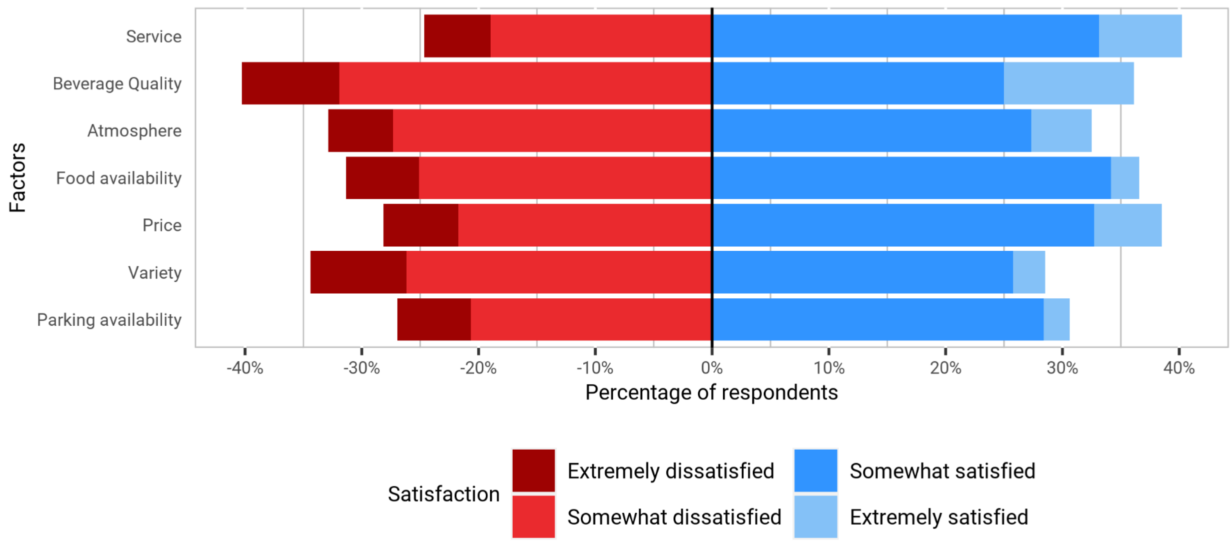
Table 5.2: Most important café factors to Kitimat locals

Factor	Total		Haisla members		Non-Haisla members	
	#	%	#	%	#	%
Service	**360**	**19%**	93	20%	267	19%
Beverage quality	**334**	**18%**	77	17%	257	18%
Atmosphere	**293**	**15%**	53	11%	240	17%
Food availability	**291**	**15%**	73	16%	218	15%
Price	**277**	**15%**	72	15%	205	14%
Variety	**266**	**14%**	75	16%	191	13%
Parking availability	**76**	**4%**	23	5%	53	4%

Source: HTC Community Interest Survey. **Question:** "What are the most important factors to you when deciding which café to go to? Please select all that apply."

In Figure 5.3 and Table 5.3 we present respondent satisfaction with currently-existing Kitimat restaurants by factor in order of importance. The highest proportions of respondents are dissatisfied with the beverage quality (40%), variety (34%), and atmosphere (33%) offered by currently-existing Kitimat cafés. Beverage quality and atmosphere are the second and third-most important factors identified by respondents, respectively, with variety as the second-least important factor to respondents (as displayed in Figure 5.2 and Table 5.2). This finding presents opportunities for improvements in beverage quality and atmosphere, which are relatively important to respondents.

Figure 5.3: Satisfaction with currently-existing Kitimat cafés



Source: HTC Community Interest Survey. **Question:** "What are the most important factors to you when deciding which café to go to? Please select all that apply." **Note:** Percentages do not sum to 100% because we omit "Neither satisfied nor dissatisfied" responses.

While the highest proportion of respondents were dissatisfied with the beverage quality offered by currently-existing Kitimat cafés (40%), the highest proportion of respondents were also extremely satisfied with beverage quality (11%). Relatively high proportions of respondents being either satisfied or dissatisfied with particular factors of currently-existing Kitimat cafés indicates that a relatively small proportion of respondents are neither satisfied nor dissatisfied (responses to which having been omitted from Figure 5.3 and Table 5.3).

Table 5.3: Satisfaction with currently-existingKitimat cafés

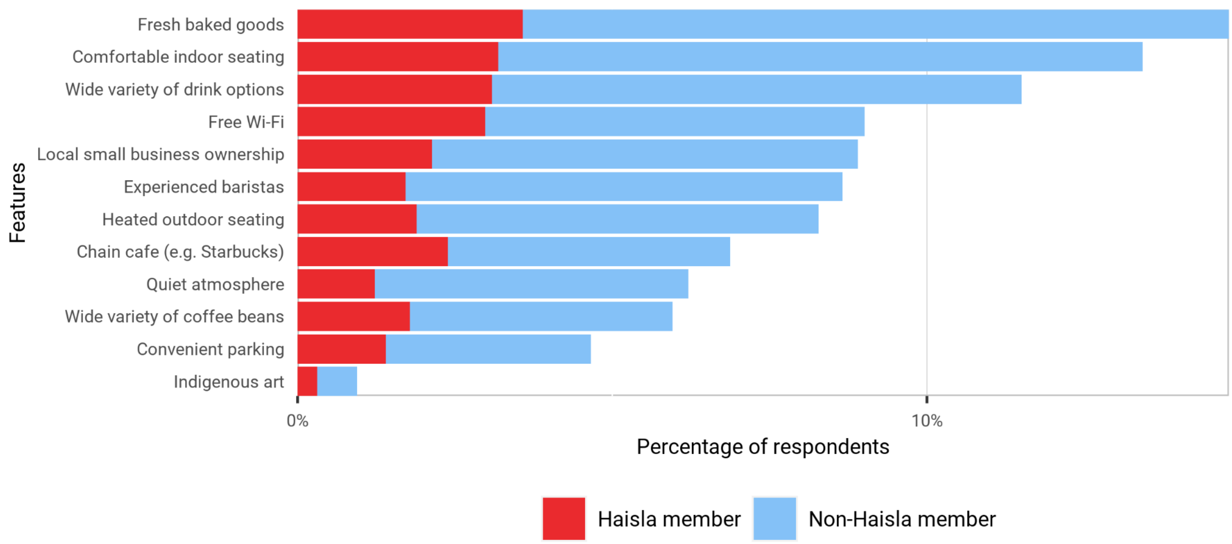
Factor	Total dissatisfied		Extremely dissatisfied		Somewhat dissatisfied		Total satisfied		Somewhat satisfied		Extremely satisfied	
	#	%	#	%	#	%	#	%	#	%	#	%
Service	**87**	**25%**	20	6%	67	19%	**142**	**40%**	117	33%	25	7%
Beverage quality	**29**	**40%**	6	8%	23	32%	**26**	**36%**	18	25%	8	11%
Atmosphere	**95**	**33%**	16	6%	79	27%	**94**	**33%**	79	27%	15	5%
Food availability	**90**	**31%**	18	6%	72	25%	**105**	**37%**	98	34%	7	2%
Price	**92**	**28%**	21	6%	71	22%	**126**	**39%**	107	33%	19	6%
Variety	**88**	**34%**	21	8%	67	26%	**73**	**29%**	66	26%	7	3%
Parking availability	**73**	**27%**	17	6%	56	21%	**83**	**31%**	77	28%	6	2%

Source: HTC Community Interest Survey. **Question:** "Currently, how satisfied are you with the following aspects of local Kitimat cafés?" [Regarding their choices to the previous question, presented in Figure 5.2 and Table 5.2]. **Note:** Percentages may not add up exactly across columns due to rounding. Percentages do not sum to 100% because we omit "Neither satisfied nor dissatisfied" responses.

5.2 Café features

Finally, we asked about the features that would make respondents want to visit a café at HTC. The highest proportions of respondents said that they would visit a café at HTC for fresh baked goods (15%), comfortable indoor seating (14%), or a wide range of drink options (12%). These data are presented in Figure 5.4 and Table 5.4.

Figure 5.4: Most important café features to Kitimat locals



Source: HTC Community Interest Survey. **Questions: (1)** "Which of the following features would you consider most important in deciding to visit a café at Haisla Town Centre? Please select all that apply." **(2)** "Everything considered, would you be interested in visiting a café at Haisla Town Centre that had one or more of the features you specified in your answer to the previous question?"

Table 5.4: Most important café features to Kitimat locals

Feature	Total		Haisla members		Non-Haisla members	
	#	%	#	%	#	%
Fresh baked goods	**422**	**15%**	102	14%	320	15%
Comfortable indoor seating	**383**	**14%**	91	12%	292	14%
Wide variety of drink options	**328**	**12%**	88	12%	240	11%
Free Wi-Fi	**257**	**9%**	85	12%	172	8%
Local small business ownership	**254**	**9%**	61	8%	193	9%
Experienced baristas	**247**	**9%**	49	7%	198	9%
Heated outdoor seating	**236**	**8%**	54	7%	182	9%
Chain cafe (e.g. Starbucks)	**196**	**7%**	68	9%	128	6%
Quiet atmosphere	**177**	**6%**	35	5%	142	7%
Wide variety of coffee beans	**170**	**6%**	51	7%	119	6%
Convenient parking	**133**	**5%**	40	5%	93	4%
Indigenous art	**27**	**1%**	9	1%	18	1%

Source: HTC Community Interest Survey. **Questions: (1)** "Which of the following features would you consider most important in deciding to visit a café at Haisla Town Centre? Please select all that apply." **(2)** "Everything considered, would you be interested in visiting a café at Haisla Town Centre that had one or more of the features you specified in your answer to the previous question?"

Conclusion

Our findings indicate that the highest proportions of respondents would visit a movie theatre (24%), food hall (24%), or café (20%) at Haisla Town Centre (HTC). However, this is only one component in assessing the market viability of such facilities, and more work will be needed to adequately do so. This could include a combination of (i) research on local competition and (ii) sales projections given different contingencies, but would likely require more to provide a wholistic picture of market feasibility.

References

Kerkhoff. N.d. Haisla Town Centre. https://www.kerkhoff.ca/projects/haisla-town-centre/
(Accessed 11 January, 2022).