

CITY OF ELLIOT LAKE RETAIL STUDY 2007
CONSUMER SURVEY RESULTS
TALLY AND CROSS-TABULATION REPORT
May 2007

1. Are you eighteen years of age or older?

	Frequency	Percentage
Yes	300	100.0
No	0	0.0

2. Are you a resident of Elliot Lake?

	Frequency	Percentage
Yes	300	100.0
No	0	0.0

3. Do you ever shop outside of Elliot Lake?

	Frequency	Percentage
Yes	258	86
No	42	14

4. Can you give us some of the reasons why you never purchase goods outside of Elliot Lake? (42 qualified respondents)

	Frequency	Percentage
Distance	4	9.5
Cost to Travel	1	2.4
Shop at charity used good stores	1	2.4
No Car	11	26
Disabled	3	7
Everything needed is in Elliot Lake	15	35.7
Don't drive much	3	7
DK/NR	5	12

5. Over the past year, how many trips have you made outside of Elliot Lake that included some shopping? (258 qualified respondents)

	Frequency	Percentage
One to three	68	26.3
Four to six	69	26.7
Seven to nine	31	12
Ten to twelve	43	16.6
More than twelve	44	17
DK/NR	3	1.1

6. And were these trips primarily for shopping or were there other reasons? (258 qualified respondents)

	Frequency	Percentage
Shopping	52	20.1
Other Reasons	120	46.5
Some for shopping, some for other reasons	82	31.7
DK/NR	4	1.5

7. What were some of those reasons? (202 qualified respondents, up to 4 answers recorded, 289 total responses)

	Frequency	Percentage
Visit Family & Friends	110	38.1
Shop – ie. Christmas, Back to school	6	2.1
Hockey Tournaments	3	1
Casino	7	2.4
Wedding	1	0.3
Medical / Health	101	34.9
Products not available in EL / Better Prices	2	0.7
Change of scenery	5	1.7
Educational	1	0.3
Visiting Vet	5	1.7
Travel/Vacation	15	5.2
Winter Vacation	1	0.3
Hiking trip	2	0.7
Arrivals & Departures @ Airports	1	0.3
Maintenance on Car	2	0.7
Business Travel	26	8.9
Bus Charter	1	0.3

8. In which of the following cities do you go shopping, and do you shop there often or sometimes? (258 qualified respondents)

Note: Blind River, Sudbury, S.S. Marie, Espanola, and Toronto were prompted, all others were volunteered.

	Most Often	Often	Sometimes	Never	DK/NR
Blind River	4 (1.6%)	3 (1.2%)	95 (36.8%)	154 (59.7%)	2 (0.8%)
Sudbury	139 (53.9%)	25 (9.7%)	75 (29.1%)	18 (7%)	1 (0.4%)
Sault Ste. Marie	28 (10.9%)	15 (5.8%)	120 (46.5%)	94 (36.4%)	1 (0.4%)
Espanola	27 (10.5%)	23 (8.9%)	133 (51.5%)	73 (28.3%)	2 (0.8%)
Toronto	5 (1.9%)	10 (3.9%)	63 (24.4%)	168 (65.1%)	12 (4.7%)
Ajax	0	1	0	0	0
Guelph	0	1	2	0	3
Orillia	0	0	3	0	2
Ottawa	2	0	15	0	1
North Bay	6	0	12	0	0
London	0	0	5	0	0
Kingston	0	0	2	0	0
Peterborough	0	0	4	0	0
Barrie	1	0	15	0	0
Manitoulin	2	0	0	0	0
U.S.A	2	0	3	0	0
Calgary	0	0	2	0	0
S.S. Marie (Mich.)	1	1	5	0	0
Thunder Bay	1	0	4	0	0
Lindsey	0	0	1	0	0
Winnipeg	0	0	1	0	0
Sarnia	0	0	1	0	0
Hamilton	0	0	12	0	0
Oakville	0	0	1	0	0
Florida	0	0	2	0	0
Montreal	1	0	2	0	0
Fort Erie	0	0	1	0	0
Edmonton	0	0	1	0	0
Timmins	0	0	5	0	0
Kitchener	1	1	4	0	0
Spanish	1	0	0	0	0
Parry Sound	2	0	1	0	0
Marathon	0	0	1	0	0
Mexico	0	0	1	0	0
Victoria (BC)	0	0	1	0	0
New York	0	0	1	0	0
Bracebridge	2	0	2	0	0
Goodrich	1	0	0	0	0

9. And why do you shop in this city most often? (258 qualified respondents, 3 responses recorded, 375 total responses)

	Frequency	Percentage
Already in city (for other reasons)	19	5.1
Selection / Variety	88	23.5
Quality	4	1.1
Staff more knowledgeable	1	0.3
Friendlier staff	1	0.3
Travel for medical reasons	37	9.9
Box Stores	7	1.9
Restaurants	2	0.5
Change of scenery	9	2.4
Visiting Friends & Family	62	16.5
Familiar with stores	14	3.7
Cross Border Shopping	1	0.3
Giant Tiger Store	8	2.1
Hart Store	6	1.6
Price	15	4.0
Items not available	15	4.0
Clothing Stores	9	2.4
Zellers	1	0.3
Saans	1	0.3
Costco	7	1.9
Home Depot	2	0.5
Groceries	8	2.1
Specialty Shops (Body Shop)	2	0.5
Walmart	7	1.9
Shopping Malls	7	1.9
Closest major center	16	4.3
Shoes	5	1.3
Business Travel	13	3.5
Casino	2	0.5
Close to Cottage	1	0.3
Stationary Store	2	0.5
Full Service Gas Station	1	0.3
Canadian tire	1	0.3
Marks Work warehouse	1	0.3

10. Is there any particular time of the year when you go shopping outside of Elliot Lake? (258 qualified respondents)

	Frequency	Percentage
Yes	98	38
No	158	61.2
DK/NR	2	0.8

11. And what time of year would that be? (98 qualified respondents, 4 responses recorded, 174 total responses)

	Frequency	Percentage
Summer	45	25.9
Fall	31	17.8
Winter	9	5.2
Spring	37	21.3
Christmas	47	27
Back to School	1	0.6
DK/NR	4	2.3

12. What method of transportation do you use most often when leaving Elliot Lake to go shopping? (258 qualified respondents)

	Frequency	Percentage
Personal vehicle	234	90.7
Bus	13	5
Go with friends	10	3.9
DK/NR	1	0.4

ADD1. Do you ever do on-line shopping to purchase goods or services?

	Frequency	Percentage
Yes	101	33.7
No	197	65.7
DK/NR	2	0.7

ADD2. How much of you annual shopping is done on-line? (101 qualified respondents)

	Frequency	Percentage
Less than 10%	72	71.3
10% to 25%	14	13.7
More than 25%	10	9.9
DK/NR	5	4.9

ADD3. What were some of the reasons for shopping on-line? (101 qualified respondents)

	Frequency	Percentage
Better Prices	35	25
More Selection	64	45.7
More Convenient	34	24.3
Not Available	2	1.4
DK/NR	5	3.6

13. Please tell me if you ever purchase the following goods, where you purchase them, and how much you spend. (Note: Percentages are for people who actually report purchasing those items)

	In Elliot Lake	Outside of Elliot Lake	Both inside and outside of EL	On-line	City	Expenditures in EL in the past 12 months	Expenditures outside EL in the past 12 months	Expenditures On-line
Groceries	227 (75.9%)	2 (0.7%)	70 (23.4%)	0	Espanola 24	Less than \$1000 6	Less than \$1000 34	
					Sudbury 29	\$1000-\$1999 1	\$1000-\$1999 1	
					Bracebridge 1	\$1000-\$1999 1	\$1000-\$1999 1	
					S.S. Marie 4	43	22	
					Toronto 1	\$2000-\$2999 1	\$2000-\$2999 1	
					Florida 2	64	9	
					Blind River 2	\$3000-\$3999 2	\$3000-\$3999 2	
					North Bay 2	40	2	
					USA 1	\$4000-\$4900 1	\$4000-\$4900 1	
					Manitoulin 1	35	2	
					S.S. Marie (Mich.) 1	\$5000-\$5999 1	\$5000-\$5999 1	
					London 1	\$6000-\$6999 1	\$6000-\$6999 1	
					No Response 12	21	0	
						\$7000-\$7999 12	\$7000-\$7999 12	
	Liquor, wine and beer	184 (92.5%)	2 (1%)	13 (6.5%)	0	Bracebridge 1	Less than \$1000 141	Less than \$1000 15
					Sudbury 7	\$1000-\$1999 1	\$1000-\$1999 1	
					Blind River 1	\$1000-\$1999 1	\$1000-\$1999 1	
					North Bay 2	39		
					Thunder Bay 1	\$2000-\$2999 10		
					No Response 4	\$3000-\$3999 1		
						4		

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	In Elliot Lake	Outside of Elliot Lake	Both inside and outside of EL	On-line	City	Expenditures in EL in the past 12 months	Expenditures outside EL in the past 12 months	Expenditures On-line
Shoes	78 (31.5%)	130 (52.4%)	40 (16.1%)	1	Sudbury 99 Toronto 8 North Bay 5 S.S. Marie 14 Calgary 1 Espanola 7 Peterborough 2 Florida 2 Hamilton 2 Ottawa 2 Fort Erie 1 Barrie 2 Montreal 1 USA 3 S.S. Marie (Mich.) 1 No Response 29	Less than \$500 112 \$500 or more 6	Less than \$500 131 \$500 or more 38	Less than \$500 1
Men's clothing	80 (36.5%)	85 (38.8%)	54 (24.7%)	1	Sudbury 79 Ottawa 4 Toronto 8 North Bay 3 S.S. Marie 17 USA 2 Espanola 11 Peterborough 1 Florida 1 Barrie 1 Fort Erie 1 Blind River 1 Cornwall 1 London 1 Hamilton 1 S.S. Marie (Mich.) No Response 22	Less than \$500 118 \$500 or more 15	Less than \$500 94 \$500 or more 45	Less than \$500 1

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	In Elliot Lake	Outside of Elliot Lake	Both inside and outside of EL	On-line	City	Expenditures in EL in the past 12 months	Expenditures outside EL in the past 12 months	Expenditures On-line
Women's clothing	91 (36.8%)	69 (27.9%)	87 (35.2%)	5	Sudbury 85	Less than \$500	Less than	Less than
					Espanola 7	124	\$500 68	\$500 3
					S.S Marie 19	\$500 or more	\$500 or more	\$500 or
					Toronto 10	51	83	more 3
					Ottawa 4			
					North Bay 4			
					USA 5			
					Florida 1			
					Barrie 2			
					Orillia 1			
					S.S. Marie (Mich.) 2			
					Peterborough 1			
					Sarnia 1			
					Kingston 1			
					Hamilton 1			
				Blind River 1				
				No Response 24				
Children's clothing	39 (35.1%)	41 (36.9%)	31 (27.9%)	2	Sudbury 45	Less than \$500	Less than	Less than
					S.S. Marie 5	39	\$500 35	\$500 2
					Espanola 3	\$500 or more	\$500 or more	
					USA 2	27	37	
					Toronto 2			
					Kitchener 1			
					Ottawa 1			
					Orillia 1			
					Barrie 1			
					S.S. Marie (Mich.) 2			
					Hamilton 1			
				No Response 12				
Fabric and yarn	38 (36.2%)	48 (45.7%)	19 (18.1%)	8	Sudbury 35	Less than \$500	Less than	Less than
					S.S. Marie 6	52	\$500 44	\$500 5
					Espanola 2	\$500 or more 4	\$500 or more	\$500 or
					Blind River 4		9	more 2
					Toronto 3			
					North Bay 2			
					USA 2			
					Hamilton 1			
					No Response 20			
Household furniture	72 (63.2%)	34 (29.8%)	8 (7%)	2	Sudbury 16	Less than	Less than	Less than
					Blind River 6	\$1000 37	\$1000 15	\$1000 1
					Espanola 5	\$1000 or more	\$1000 or	\$1000 or
					S.S. Marie 4	41	more 25	more 1
					Barrie 1			
				No Response 10				

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	In Elliot Lake	Outside of Elliot Lake	Both inside and outside of EL	On-line	City	Expenditures in EL in the past 12 months	Expenditures outside EL in the past 12 months	Expenditures On-line
Household appliances (includes televisions, stereos)	89 (65%)	39 (28.5%)	9 (6.5%)	1	Sudbury 24 S.S. Marie 3 Spanish 2 Ottawa 2 North Bay 1 Fort Erie 1 Espanola 1 Hamilton 1 Orillia 1 No Response 13	Less than \$1000 62 \$1000 or more 33	Less than \$1000 20 \$1000 or more 25	Less than \$1000 1
Flooring and draperies	65 (63.1%)	27 (26.2%)	11 (10.7%)	1	Sudbury 19 Toronto 4 Espanola 2 S.S. Marie 3 Blind River 2 Spanish 2 Ottawa 1 No Response 6	Less than \$1000 48 \$1000 or more 25	Less than \$1000 29 \$1000 or more 7	Less than \$1000 1
Household linens	82 (51.6%)	59 (37.1%)	18 (11.3%)	0	Sudbury 34 Espanola 10 Toronto 6 Blind River 3 S.S. Marie 5 USA 3 No Response 17	Less than \$500 9 \$500 or more 2	Less than \$500 67 \$500 or more 8	
Automobiles (new or used)	62 (68.1%)	27 (29.7%)	2 (2.2%)	0	Sudbury 11 S.S. Marie 4 Ottawa 1 North Bay 1 Espanola 1 Guelph 1 Toronto 1 No Response 10	Less than \$5000 10 \$5000-\$14999 10 \$15000-\$24999 20 \$25000 or more 21	Less than \$5000 1 \$5000-\$14999 7 \$15000-\$24999 5 \$25000 or more 12	
Recreational vehicles (boat, ski-doo's, motorcycles, etc.)	24 (52.2%)	21 (45.7%)	1 (2.1%)	0	Espanola 6 Sudbury 3 Blind River 2 Thunder Bay 1 Bracebridge 1 London 1 S.S. Marie 1 Ottawa 1 No Response 7	Less than \$5000 9 \$5000 or more 15	Less than \$5000 8 \$5000 or more 13	

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	In Elliot Lake	Outside of Elliot Lake	Both inside and outside of EL	On-line	City	Expenditures in EL in the past 12 months	Expenditures outside EL in the past 12 months	Expenditures On-line
Vehicle repairs and parts	203 (89.8%)	11 (4.9%)	12 (5.3%)	0	Sudbury 11 S.S. Marie 3 North Bay 3 Blind River 1 No Response 5	Less than \$1000 143 \$1000 or more 67	Less than \$1000 16 \$1000 or more 2	
Books, stationery, and office supplies	96 (45.7%)	87 (41.4%)	27 (12.9%)	30	Sudbury 61 S.S. Marie 12 Toronto 4 North Bay 1 Orillia 1 Espanola 1 S.S. Marie (Mich.) 1 Montreal 1 No Response 40	Less than \$500 113 \$500 or more 6	Less than \$500 72 \$500 or more 16	Less than \$500 27 \$500 or more 3
Computers	51 (57.3%)	36 (40.4%)	2 (2.2%)	8	Sudbury 12 Toronto 4 S.S. Marie 2 Barrie 1 Orillia 1 North Bay 1 No Response 17	Less than \$1500 46 \$1500 or more 9	Less than \$1500 15 \$1500 or more 11	Less than \$1500 4 \$1500 or more 5
Florist, lawn and garden	188 (91.7%)	6 (2.9%)	11 (5.4%)	1	Sudbury 5 Toronto 2 S.S. Marie 1 Blind River 1 No Response 9	Less than \$100 40 \$100-\$499 120 \$500 or more 38	Less than \$100 5 \$100-\$499 7 \$500 or more 3	Less than \$100 1
Hardware, paint, glass and wallpaper	140 (87.5%)	5 (3.1%)	15 (9.4%)	1	Sudbury 12 Espanola 2 Spanish 1 S.S. Marie (Mich.) 1 No Response 4	Less than \$100 25 \$100-\$499 71 \$500 or more 54	Less than \$100 3 \$100-\$499 6 \$500 or more 9	
Sporting goods	58 (61.7%)	25 (26.6%)	11 (11.7%)	2	Sudbury 18 Toronto 2 Espanola 2 Bracebridge 1 Winnipeg 1 S.S. Marie 1 Ottawa 1 S.S. Marie (Mich.) 1 Manitoulin Island 1 No Response 10	Less than \$100 10 \$100-\$499 45 \$500 or more 12	Less than \$100 2 \$100-\$499 20 \$500 or more 11	Less than \$100 0 \$100-\$499 0 \$500 or more 2

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	In Elliot Lake	Outside of Elliot Lake	Both inside and outside of EL	On-line	City	Expenditures in EL in the past 12 months	Expenditures outside EL in the past 12 months	Expenditures On-line
Recorded music and musical instruments	50 (45.9%)	41 (37.6%)	18 (16.5%)	18	Sudbury 18 S.S. Marie 4 Toronto 4 USA 1 Cutler 1 Hamilton 1 Blind River 1 Espanola 1 Montreal 1 No Response 29	Less than \$100 31 \$100-\$499 33 \$500 or more 3	Less than \$100 17 \$100-\$499 20 \$500 or more 4	Less than \$100 4 \$100-\$499 13
Jewelry	58 (61.7%)	24 (25.5%)	12 (12.8%)	1	Sudbury 12 Toronto 4 USA 3 North Bay 1 Hamilton 1 S.S. Marie 1 Winnipeg 1 Ajax 1 Sinapore 1 Mexico 1 No Response 11	Less than \$100 15 \$100-\$499 39 \$500 or more 11	Less than \$100 5 \$100-\$499 18 \$500 or more 11	Less than \$100 1
Camera and photographic supplies	47 (49%)	45 (46.9%)	4 (4.1%)	9	Sudbury 16 Espanola 2 Toronto 2 S.S. Marie 2 Calgary 1 S.S. Marie (Mich.) 1 Ottawa 1 Sinapore 1 Blind River 1 USA 1 No Response 21	Less than \$100 19 \$100-\$499 22 \$500 or more 7	Less than \$100 6 \$100-\$499 20 \$500 or more 10	Less than \$100 0 \$100-\$499 6 \$500 or more 6
Toys, hobbies, novelties and souvenirs	43 (35.8%)	40 (33.4%)	37 (30.8%)	11	Sudbury 31 S.S. Marie 7 Toronto 3 Espanola 3 Florida 3 Hamilton 2 Bracebridge 1 North Bay 1 Thunder Bay 1 Blind River 1 No Response 29	Less than \$100 17 \$100-\$499 46 \$500 or more 20	Less than \$100 7 \$100-\$499 31 \$500 or more 29	Less than \$100 1 \$100-\$499 6 \$500 or more 2

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	In Elliot Lake	Outside of Elliot Lake	Both inside and outside of EL	On-line	City	Expenditures in EL in the past 12 months	Expenditures outside EL in the past 12 months	Expenditures On-line
Rented living quarters	105 (99.1%)	1 (0.9%)	0 (0%)	0	Guelph 1 No Response 0	Less than \$5000 37 \$5000 or more 62	Less than \$5000 3 \$5000 or more 2	
Owned living quarters	166 (87.8%)	2 (1.1%)	21 (11.1%)	0	No Response 23	Less than \$2000 88 \$2000 or more 57	Less than \$2000 3 \$2000 or more 40	
Other accommodations	8 (47.1%)	9 (52.9%)	0 (0%)	0	Sudbury 2 Bracebridge 1 Toronto 1 Manitoulin Island 1 No Response 5	Less than \$2000 4 \$2000 or more 4	Less than \$2000 9 \$2000 or more 2	
Water, fuel and electricity	3 (1%)	95 (33.6%)	185 (65.4%)	0	No Response 280	Less than \$500 92 \$500 or more 97	Less than \$2000 124 \$2000 or more 148	
Communications	3 (1%)	285 (97.9%)	3 (1%)	0	No Response 288	Less than \$1000 7 \$1000 or more 4	Less than \$1000 88 \$1000 or more 190	
Child care expenses	23 (88.5%)	3 (11.5%)	0 (0%)	0	Guelph 1 No Response 2	Less than \$1000 6 \$1000 or more 16	\$1000 or more 2	
Pet expenses	142 (93.4%)	5 (3.3%)	5 (3.3%)	1	S.S. Marie 3 Espanola 2 Peterborough 1 USA 1 Sudbury 1 Massey 1 S.S. Marie (Mich.) 1 Guelph 1 No Response 1	Less than \$1000 105 \$1000 or more 41	Less than \$1000 6 \$1000 or more 4	
Private transportation	202 (78.9%)	2 (0.8%)	52 (20.3%)	0	Sudbury 4 Toronto 4 S.S. Marie 2 Massey 2 Cutler 1 Guelph 1 Espanola 1 S.S. Marie (Mich.) No Response 41	Less than \$1000 93 \$1000-\$4999 139 \$5000 or more 13	Less than \$1000 30 \$1000-\$4999 26	

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	In Elliot Lake	Outside of Elliot Lake	Both inside and outside of EL	On-line	City	Expenditures in EL in the past 12 months	Expenditures outside EL in the past 12 months	Expenditures On-line
Public transportation	55 (91.7%)	4 (6.7%)	1 (1.6%)	0	Toronto 2 North Bay 1 Ottawa 1 No Response 2	Less than \$500 35 \$500 or more 20	Less than \$500 1 \$500 or more 5	
Health care	206 (87.7%)	14 (6%)	15 (6.3%)	2	Sudbury 8 North Bay 2 S.S. Marie 2 Blind River 2 Spanish 1 Guelph 1 No Response 16	Less than \$1000 141 \$1000-\$4999 51 \$5000 or more 9	Less than \$1000 16 \$1000-\$4999 7 \$5000 or more 2	Less than \$1000 1
Personal Care	248 (95%)	2 (0.8%)	11 (4.2%)	0	Sudbury 4 USA 1 North Bay 1 Toronto 1 Guelph 1 S.S. Marie (Mich.) No Response 5	Less than \$500 177 \$500 or more 73	Less than \$500 15 \$500 or more 4	
Recreation	115 (92%)	3 (2.4%)	7 (5.6%)	0	Bracebridge 1 Espanola 1 Massy 1 No Response 8	Less than \$500 65 \$500-\$999 25 \$1000 or more 32	Less than \$500 4 \$500-\$999 2 \$1000 or more 4	
Education	17 (58.7%)	11 (37.9%)	1 (3.4%)	0	Sudbury 5 Kitchener 1 Thunder Bay 1 USA 1 Kingston 1 No Response 3	Less than \$500 16 \$500-\$999 1 \$1000-\$4999 2	Less than \$500 1 \$500-\$999 1 \$1000-\$4999 4 \$5000 or more 5	
Tobacco products	74 (78.7%)	18 (19.1%)	2 (2.1%)	0	Cutler 12 Espanola 1 No Response 7	Less than \$1000 22 \$1000-\$4999 51 \$5000 or more 5	Less than \$1000 9 \$1000-\$4999 7	
Games of chance	176 (88%)	11 (5.5%)	13 (6.5%)	0	S.S. Marie 5 North Bay 1 Sudbury 1 Cutler 1 S.S. Marie (Mich.) 1 No Response 15	Less than \$500 134 \$500-\$999 30 \$1000 or more 22	Less than \$500 15 \$500-\$999 7 \$1000 or more 3	

14. Do you ever use catalogue shopping or services like *The Home Shopping Channel* to purchase goods? (INCLUDES SEARS)

	Frequency	Percentage
Yes	180	60
No	119	39.7
DK/NR	1	0.3

15. How much of your annual shopping is done through catalogues or services like *The Home Shopping Channel*? (180 qualified respondents)

	Frequency	Percentage
Less than 10%	130	72.2
10% to 25%	35	19.4
More than 25%	13	7.2
DK/NR	2	1.1

16. What types of products do you primarily order from these services? (180 qualified respondents, 3 responses recorded, 292 total responses)

	Frequency	Percentage
Clothing	121	41.4
Appliances (Freezer, Stove)	19	6.5
Quilting Products	1	0.3
Tools	7	2.4
Shoes	26	8.9
Garden Seeds	1	0.3
Books	1	0.3
Gadgets	2	0.7
House Hold Items	13	4.5
Mountain Equipment	1	0.3
Oil Heaters	1	0.3
Toys	9	3.1
Electronics	3	1.0
Gifts	4	1.4
Fabric	4	1.4
Christmas Presents	10	3.4
Linen	24	8.2
Exercise Equipment	1	0.3
Swimwear	1	0.3
Items not Available in E.L.	3	1.0
Gift Cards	2	0.7
Jewelry	6	2.1
Curtains	11	3.8

Make up	2	0.7
Furniture	7	2.4
BBQ	1	0.3
Seeds	1	0.3
Air Conditioner	1	0.3
Recreation Supplies	1	0.3
Sports Wear	1	0.3
DK/NR	7	2.4

17. Do you ever purchase goods through home party services (for example, tupperware parties, etc.)?

	Frequency	Percentage
Yes	32	10.7
No	268	89.3

18. How much of your annual shopping is done through home parties? (32 qualified respondents)

	Frequency	Percentage
Less than 10%	29	90.6
10% to 25%	2	6.25
More than 25%	0	0
DK/NR	1	3.1

19. What types of products do you primarily purchase through home parties? (32 qualified respondents, 3 responses recorded, 38 total responses)

	Frequency	Percentage
Clothing	8	21.1
Kitchen Items	5	13.2
Stationary	2	5.3
Make up	1	2.6
Candles	7	18.4
House hold items	1	2.6
Baking Supplies	1	2.6
DK/NR	13	34.2

20. Overall, how satisfied are you with the shopping opportunities that exist in Elliot Lake?

	Frequency	Percentage
Very satisfied	21	7
Satisfied	101	33.7
Neither Satisfied nor Dissatisfied	69	23
Dissatisfied	77	25.7
Very Dissatisfied	26	8.7
DK\NR	6	2

21. How would you compare the shopping in Elliot Lake to the other cities in which you shop in the following areas:

	Elliot Lake better	About the same	Out of town better	DK/NR
Price	20 (6.7%)	137 (45.7%)	113 (37.7%)	30 (10%)
Selection of merchandise	8 (2.7%)	31 (10.3%)	234 (78%)	27 (9%)
Quality of merchandise	17 (5.7%)	153 (51%)	101 (33.7%)	29 (9.7%)
Interior store appearance	20 (6.7%)	129(43%)	120 (40%)	31 (10.3%)
Exterior store appearance	13 (4.3%)	106 (35.3%)	151 (50.3%)	30 (10%)
Hours open	30 (10%)	95 (31.7%)	145 (48.3%)	30 (10%)
Staff friendliness	134 (44.7%)	99 (33%)	38 (12.7)	29 (9.7%)
Staff knowledge	62 (20.7%)	146 (48.7%)	60 (20%)	32 (10.7%)
Parking	61 (20.3%)	84 (28%)	114 (38%)	41 (13.7%)

22. Thinking of the list you just went through, what is the one area where shopping in Elliot Lake rates the highest?

	Frequency	Percentage
Price	29	9.7
Selection of merchandise	5	1.7
Quality of merchandise	5	1.7
Interior store appearance	2	0.7
Exterior store appearance	3	1
Hours open	1	0.3
Staff friendliness	149	49.7
Staff knowledge	5	1.7
Parking	33	11
DK\NR	68	22.7

23. And what is the one area where shopping in Elliot Lake rates the lowest?

	Frequency	Percentage
Price	7	2.3
Selection of merchandise	155	51.7
Quality of merchandise	3	1
Interior store appearance	10	3.3
Exterior store appearance	12	4
Hours open	0	0
Staff friendliness	10	3.3
Staff knowledge	8	2.7
Parking	40	13.3
DK\NR	55	18.3

24. Are there any kinds of shopping services that you would like to see offered in Elliot Lake that don't currently exist? (5 responses recorded, 456 total responses)

	Frequency	Percentage
Shoe Store	113	24.8
Book Store	27	5.9
New No Frills	17	3.7
Bakery	5	1.1
Better Canadian Tire	10	2.2
Better Parking	2	0.4
Giant Tiger	17	3.7
Costco	6	1.3
Ladies Store (Bigger Sizes)	9	2.0
Women's Clothing	23	5.0
Large Department Store	17	3.7
Swiss Chalet	5	1.1
Electrolysis	1	0.2
Hart Store	2	0.4
Travel Trailers & RV Supplies	1	0.2
Boat & Marine Supplies	1	0.2
Carving supplies	1	0.2
Better Restaurants	12	2.6
More Grocer Stores	7	1.5
Another Gas Station	16	3.5
Music Store	2	0.4
Lingerie	3	0.7
Boutiques	4	0.9
Fabric Store	10	2.2
Better Craft Store	4	0.9
Home Depot	7	1.5
More Restaurant	4	0.9

Clothing Store	10	2.2
Ladies Store (Small Sizes)	3	0.7
Walmart	19	4.2
Men's clothing	20	4.4
Specialty Coffee House	1	0.2
Stationary Store	1	0.2
Eye Glass Lab	1	0.2
Furniture Store	4	0.9
Home Decorating (Home Sense)	5	1.1
Lee Valley	1	0.2
Ikea	1	0.2
Sports Store	3	0.7
Hobby Store	4	0.9
Dry Cleaners	1	0.2
Big and Tall Store	3	0.7
Smart Set	1	0.2
Office Supply Store	10	2.2
Outdoor Store	2	0.4
Home Appliance Store	1	0.2
Drive Thru Car Wash	1	0.2
Children's wear (Stitches)	20	4.4
Health food Store	2	0.4
Laura Secords	1	0.2
Fish Market	1	0.2
Box Stores	1	0.2
Bulk Food Store	3	0.7
Marks Work Warehouse	4	0.9
Farmers Market	2	0.4
Toy Store	2	0.4
Personal Services	1	0.2
Electronic Store (Future Shop)	1	0.2
DK/NR	67	N/A

25. What do you think could be done by Elliot Lake merchants to attract more of your business? (5 responses recorded, 337 total responses)

	Frequency	Percentage
Better Selection	78	23.1
Better Quality	33	9.8
Mall Merchants Association (Promotion)	3	0.9
Demonstration for do it yourselfers	2	0.6
Better customer service	35	10.4
Better Sales	16	4.7
Sunday Shopping	1	0.3
Hours of Operation	36	10.7
Entertainment in Mall on Saturdays	1	0.3
Façade Improvements	19	5.6
Health Supplies (Selection)	1	0.3
Lower Prices	22	6.5

Better Parking	9	2.7
Organized Stores (No items in aisles)	10	3
Creative Market	7	2.1
More Inventory	6	1.8
Increase size of Local stores	6	1.8
More Side walk Sales	3	0.9
Bring in out of town vendors	1	0.3
Exterior store Appearance	5	1.5
Improved Signage	2	0.6
Interior & Exterior Façade improvements in Mall	13	3.9
Too geared to older people	4	1.2
Smaller Sized Packaging	1	0.3
More Advertising	3	0.9
Stock Sale Items (flyers)	13	3.9
More Stores in the Mall	5	1.5
Smoke Free Patios at Restaurants	1	0.3
Anchor store	1	0.3
DK/NR	96	28.5

26. Is there anything else you would like to tell us about shopping in Elliot Lake? (3 responses recorded, 202 total responses)

	Frequency	Percentage
Sunday shopping in Mall	3	1.5
Larger Canadian Tire	5	2.5
Amanda's open on Sundays	3	1.5
New No Frills	9	4.5
Home delivery service	3	1.5
Another Gas Station	1	0.5
Restaurants (better or more)	6	3
Improve Parking in Lower Plaza	16	8
Convenience of Shopping	3	1.5
Clothing (more selection)	4	2
Stores Geared to young People	11	5.4
Improve Cleanliness of City	6	3
Overall "Satisfied"	45	22.3
Overall "Dissatisfied"	11	5.4
Poor attitude from business owners & managers	7	3.5
Try to Shop local as much as possible	18	9
City to Attract more people	1	0.5
Hardware Stores Weekend Hours	14	7
Better Hotels	2	1
Improve Elevator at mall / Maintain escalator	3	1.5
Need well trained retail managers and staff	11	5.4
City transit on Sundays	1	0.5
Add more department stores	3	1.5
Bigger Zellers	5	2.5
City does not encourage new business	5	2.5
Deli in Lower Plaza is an Asset	3	1.5

Difficult to encourage new business with limited space	1	0.5
Larger Bus Shelter at the Mall	1	0.5
By law Enforcement	1	0.5
DK/NR	162	80.2

DEMOGRAPHIC INFORMATION

27. What is your marital status?

	Frequency	Percentage
Single	40	13.3
Married	166	55.3
Living Common-law	29	9.7
Separated	11	3.7
Divorced	22	7.3
Widowed	31	10.3
DK/NR	1	0.3

28. How many people live in your household? (TOTAL)

	Frequency	Percentage
One	77	25.7
Two	158	52.7
Three	19	6.3
Four	31	10.3
Five	12	4
Six	1	0.3
Ten	1	0.3
DK/NR	1	0.3

29. Are you now retired or are you still in the active workforce or actively seeking employment?

	Frequency	Percentage
Retired	160	53.3
Working	117	39
Seeking employment	7	2.3
CPP Disability	6	2
School (PSW)	1	0.3
Homemaker	1	0.3
Other	8	2.7

30. How long have you personally lived in Elliot Lake?

	Frequency	Percentage
Less than 5 years	60	20
5-9 years	60	20
10-14 years	43	14.3
15-19 years	27	9
20-24 years	18	6
25-29 years	24	8
30-34 years	9	3
35-39 years	12	4
40-45 years	19	6.3
45+ years	25	8.3
DK/NR	3	1

31. Is your total household income before taxes or deductions above or below \$45,000?

	Frequency	Percentage
Below \$45,000	175	58.3
Above \$45,000	85	28.3
No response	40	13.3

	Frequency	Percentage
Less than \$15,000	18	6
\$15,000-29,999	68	22.7
\$30,000-44,999	75	25
\$45,000-59,999	35	11.7
\$60,000-74,999	18	6
\$75,000 or above	34	11.3
No response	52	17.3

32. In what year were you born?

	Frequency	Percentage
1910-1920	5	1.7
1921-1930	25	8.3
1931-1940	62	20.7
1941-1950	78	26
1951-1960	48	16
1961-1970	41	13.7
1971-1980	21	7
1981-1990	15	5
No response	5	1.7

33. Gender.

	Frequency	Percentage
Male	94	31.3
Female	206	68.7

APPENDIX A

Consumer Expenditures Report

City of Elliot Lake Retail Study 2007, Tally and Cross-tabulation Report

	Expenditures in EL in the past 12 months	Expenditures outside EL in the past 12 months	Expenditures on-line in the past 12 months
Groceries	\$1,304,558 (296 Responses)	\$89,580 (70 Responses)	\$2,500 (1 Response)
Liquor, wine and beer	\$125,243 (191 Responses)	\$4,185 (15 Responses)	
Shoes	\$18,957 (118 Responses)	\$53,609 (169 Responses)	\$100 (1 Response)
Men's clothing	\$31,520 (133 Responses)	\$61,785 (139 Responses)	\$100 (1 Response)
Women's clothing	\$71,308 (175 Responses)	\$109,775 (151 Responses)	\$2,600 (6 Responses)
Children's clothing	\$34,150 (66 Responses)	\$42,450 (72 Responses)	\$275 (2 Responses)
Fabric and yarn	\$8,645 (56 Responses)	\$13,905 (53 Responses)	\$2,860 (7 Responses)
Household furniture	\$92,059 (78 Responses)	\$63,370 (40 Responses)	\$2,000 (2 Responses)
Household appliances (includes televisions, stereos)	\$95,705 (95 Responses)	\$63,125 (45 Responses)	\$500 (1 Response)
Flooring and draperies	\$68,720 (73 Responses)	\$20,230 (36 Responses)	\$300 (1 Response)
Household linens	\$12,786 (97 Responses)	\$15,015 (75 Responses)	
Automobiles (new or used)	\$1,202,901 (61 Responses)	\$652,300 (25 Responses)	
Recreational vehicles (boat, ski-doo's, motorcycles, etc.)	\$179,300 (24 Responses)	\$192,900 (21 Responses)	
Vehicle repairs and parts	\$166,667 (210 Responses)	\$8,940 (18 Responses)	
Books, stationery, and office supplies	\$15,755 (119 Responses)	\$33,730 (88 Responses)	\$7,840 (30 Responses)
Computers	\$48,959 (55 Responses)	\$33,082 (26 Responses)	\$10,850 (9 Responses)
Florist, lawn and garden	\$91,100 (198 Responses)	\$3,783 (15 Responses)	\$50 (1 Response)
Hardware, paint, glass and wallpaper	\$99,683 (150 Responses)	\$34,300 (18 Responses)	
Sporting goods	\$21,975 (67 Responses)	\$16,590 (33 Responses)	\$1,700 (2 Responses)
Recorded music and musical instruments	\$10,235 (67 Responses)	\$6,605 (41 Responses)	\$2,960 (17 Responses)
Jewelry	\$19,211 (65 Responses)	\$29,280 (34 Responses)	\$30 (1 Response)
Camera and photographic supplies	\$10,894 (48 Responses)	\$15,730 (36 Responses)	\$6,500 (12 Responses)
Toys, hobbies, novelties and souvenirs	\$26,595 (83 Responses)	\$39,055 (67 Responses)	\$2,350 (9 Responses)

City of Elliot Lake Retail Study 2007, Tally and Cross-tabulation Report

Rented living quarters	\$516,394 (99 Responses)	\$22,380 (5 Responses)	
Owned living quarters	\$292,871 (145 Responses)	\$235,631 (43 Responses)	
Other accommodations	\$30,200 (8 Responses)	\$16,850 (11 Responses)	
Water, fuel and electricity	\$102,973 (189 Responses)	\$580,244 (272 Responses)	
Communications	\$9,280 (11 Responses)	\$390,996 (278 Responses)	
Child care expenses	\$51,760 (22 Responses)	\$4,680 (2 Responses)	
Pet expenses	\$118,484 (146 Responses)	\$14,440 (10 Responses)	
Private transportation	\$469,972 (245 Responses)	\$58,355 (56 Responses)	
Public transportation	\$23,961 (55 Responses)	\$9,992 (6 Responses)	
Health care	\$230,512 (201 Responses)	\$44,913 (25 Responses)	\$300 (1 Response)
Personal Care	\$98,462 (250 Responses)	\$5,908 (19 Responses)	
Recreation	\$83,285 (122 Responses)	\$8,050 (10 Responses)	
Education	\$5,210 (19 Responses)	\$47,000 (11 Responses)	
Tobacco products	\$165,141 (78 Responses)	\$18,287 (16 Responses)	
Games of chance	\$85,365 (186 Responses)	\$11,478 (25 Responses)	

APPENDIX B

Cross-Tabulation Report

1. Income profile of those who shop out of town (258 total respondents).

Income	Frequency	Total Percentage	Percentage of respondents (214)
Less than \$15,000	10	3.9	4.7
\$15,000-29,999	49	19	22.9
\$30,000-44,999	72	27.9	33.6
\$45,000-59,999	31	12	14.5
\$60,000-74,999	18	7	8.4
\$75,000 or above	34	13.2	15.9
No response	44	17	N/A

2. Income profile of those who do not shop out of town (42 total respondents).

Income	Frequency	Total Percentage	Percentage of respondents (34)
Less than \$15,000	8	19	23.5
\$15,000-29,999	19	45.2	55.9
\$30,000-44,999	3	7.1	8.8
\$45,000-59,999	4	9.5	11.8
\$60,000-74,999	0	0	0
\$75,000 or above	0	0	0
No response	8	19	N/A

3. Percentage of those who shop out of town versus those who do not.

Income	Percentage that Shop Out of Town	Percentage that Do Not Shop Out of Town	Total Percentage
Less than \$15,000	55.6	44.4	100
\$15,000-29,999	72.1	27.9	100
\$30,000-44,999	96	4	100
\$45,000-59,999	88.6	11.4	100
\$60,000-74,999	100	0	100
\$75,000 or above	100	0	100
No response	84.6	15.4	100

4. Age of those who shop out of town (258 respondents).

Age	Frequency	Total Percentage	Percentage of respondents (254)
1910-1920	2	0.8	0.8
1921-1930	20	7.7	7.8
1931-1940	57	22.1	22.4
1941-1950	67	26	26.4
1951-1960	43	16.7	16.9
1961-1970	36	13.9	14.2
1971-1980	20	7.7	7.8
1981-1990	9	3.5	3.5
No response	4	1.5	N/A

5. Age of those who do not shop out of town (42 respondents).

Age	Frequency	Total Percentage	Percentage of respondents (41)
1910-1920	3	7.1	7.3
1921-1930	5	11.9	12.2
1931-1940	5	11.9	12.2
1941-1950	11	26.2	26.8
1951-1960	5	11.9	12.2
1961-1970	5	11.9	12.2
1971-1980	1	2.4	2.4
1981-1990	6	14.3	14.6
No response	1	2.4	N/A

6. Percentage of those who shop out of town versus those who do not.

Income	Percentage that Shop Out of Town	Percentage that Do Not Shop Out of Town	Total Percentage
1910-1920	40	60	100
1921-1930	80	20	100
1931-1940	91.94	8.06	100
1941-1950	85.9	14.1	100
1951-1960	89.58	10.42	100
1961-1970	87.8	12.2	100
1971-1980	95.24	4.76	100
1981-1990	60	40	100
No response	80	20	100

7. Total dollars spent in communities outside Elliot Lake.

\$3,072,528 for the 300 respondents (258 of 300 reported shopping outside of Elliot Lake)

8. Total dollars spent on-line.

\$43,815 for the 300 respondents (101 of 300 reported shopping on-line)