

CITY OF ELLIOT LAKE RETAIL STUDY 1998
CONSUMER SURVEY RESULTS
TALLY AND CROSS-TABULATION REPORT
August, 1998

Are you eighteen years of age or older?

	Frequency	Percentage
Yes	300	100.0
No	0	0.0

Are you a resident of Elliot Lake?

	Frequency	Percentage
Yes	300	100.0
No	0	0.0

Do you ever shop outside of Elliot Lake?

	Frequency	Percentage
Yes	252	84.0
No	48	16.0

Can you give us some of the reasons why you never purchase goods outside of Elliot Lake? (48 qualified respondents)

	Frequency	Percentage
Everything needed is here	13	27.1
No car	12	25.0
Can't afford to	2	4.2
Alone	1	2.1
Don't get out of town	5	10.4
Money should be kept in Elliot Lake	4	8.3
I live here	5	10.4
Don't like shopping	1	2.1
DK/NR	6	12.5

Over the past year, how many trips have you made outside of Elliot Lake that included some shopping? (252 qualified respondents)

	Frequency	Percentage
One to three	80	31.7
Four to six	65	25.8
Seven to nine	20	7.9
Ten to twelve	24	9.5
More than twelve	62	24.6
DK/NR	1	0.4

And were these trips primarily for shopping or were there other reasons? (252 qualified respondents)

	Frequency	Percentage
Shopping	65	25.8
Other Reasons	121	48.0
Some for shopping, some for other reasons	65	25.8
DK/NR	1	0.4

What were some of those reasons? (186 qualified respondents, up to 3 answers recorded, 252 total responses)

	Frequency	Percentage
Business	13	5.2
Visit family/friends	104	41.3
Pick up people	3	1.2
Change of scenery	28	11.1
Health appointment	53	21.0
Vacation	26	10.3
Entertainment	2	0.8
Bus trips for seniors	1	0.4
Live somewhere else part of the year	4	1.6
Get passport renewed	1	0.4
Sports events	3	1.2
Funeral	2	0.8
Work out of town	6	2.4
Wedding	1	0.4
Volunteer driver for medical appointments	1	0.4
DK/NR	4	1.6

In which of the following cities do you go shopping, and do you shop there often or sometimes? (252 qualified respondents)

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

	Often	Sometimes	Never	DK/NR
Blind River	7(2.8%)	73(30.0%)	171(67.9%)	1(0.4%)
Sudbury	102(40.5%)	129(51.2%)	20(7.9%)	1(0.4%)
Sault Ste. Marie	44(17.5%)	130(51.6%)	77(30.6%)	1(0.4%)
Espanola	23(9.1%)	104(41.3%)	123(48.8%)	2(0.8%)
Toronto	12(4.8%)	69(27.4%)	168(66.7%)	3(1.2%)
Barrie	3	5	0	0
Hamilton	4	6	0	0
Burlington	2	2	0	0
US - general	2	2	0	0
London	0	5	0	0
Thunder Bay	0	3	0	0
Florida	2	4	0	0
Texas	1	0	0	0
Guelph	0	2	0	0
Ottawa	1	10	0	0
Pembroke	1	1	0	0
Montreal	1	1	0	0
North Bay	0	9	0	0
Owen Sound	0	1	0	0
Collingwood	0	1	0	0
Pickering	1	0	0	0
Timmins	0	4	0	0
Winnipeg	0	1	0	0
Europe	0	1	0	0
New Brunswick	0	1	0	0
Newmarket	1	1	0	0
Kitchener	0	3	0	0
Niagara Falls	0	2	0	0
Thorold	0	1	0	0
Belleville	0	1	0	0
Michigan	1	6	0	0
New Liskeard	0	2	0	0
Marathon	0	1	0	0
Brampton	0	1	0	0
Kingston	1	1	0	0
Brockville	0	1	0	0
St. Catherines	1	0	0	0
Windsor	0	2	0	0
Orangeville	0	1	0	0
West Indies	1	0	0	0
Stony Creek	1	0	0	0
Oshawa	0	1	0	0
Orillia	1	0	0	0

Which City do you shop in most often? (252 qualified respondents)

	Frequency	Percentage
Blind River	8	3.2
Sudbury	139	55.2
Sault Ste. Marie	37	14.7
Espanola	16	6.3
Toronto	14	5.6
Barrie	3	1.2
Hamilton	3	1.2
Burlington	1	0.4
U.S. - general	1	0.4
London	1	0.4
Thunder Bay	1	0.4
Florida	2	0.8
Ottawa	2	0.8
North Bay	1	0.4
Owen Sound	1	0.4
Pickering	1	0.4
Brampton	1	0.4
Kingston	1	0.4
St. Catherines	1	0.4
Windsor	1	0.4
West Indies	1	0.4
Stony Creek	1	0.4
Orillia	1	0.4
DK/NR	14	5.6

And why do you shop in this city most often? (252 qualified respondents, 3 responses recorded, 327 total responses)

	Frequency	Percentage
Close proximity	18	5.5
Choice of merchandise/ stores	144	44.0
Family there/friends	60	18.3
Cheaper prices	17	5.2
Just to get out of town	5	1.5
Medical appointments	26	8.0
Business/work there	6	1.8
Bus trips for seniors/bus trips	4	1.2

Know city well/like city	12	3.7
Live there part of year	3	0.9
Better quality goods	6	1.8
Friendlier staff/better service	5	1.5
Vacation	4	1.2
Cultural reasons	1	0.3
Sports events	1	0.3
There most often	2	0.6
Good restaurants	1	0.3
DK/NR	12	3.7

Is there any particular time of the year when you go shopping outside of Elliot Lake? (252 qualified respondents)

	Frequency	Percentage
Yes	108	42.9
No	144	57.1
DK/NR	0	0.0

And what time of year would that be? (108 qualified respondents, 4 responses recorded, 177 total responses)

	Frequency	Percentage
Summer	38	21.5
Fall	34	19.2
Winter	7	4.0
Spring	31	17.5
Christmas	67	37.9
DK/NR	0	0.0

What method of transportation do you use most often when leaving Elliot Lake to go shopping? (252 qualified respondents)

	Frequency	Percentage
Personal vehicle	222	88.1
Bus	10	4.0
Tour	4	1.6
Go with friends	14	5.6
Business vehicle	1	0.4
Go with family	1	0.4
DK/NR	0	0.0

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	City	Expenditures in EL in the past 12 months	Expenditures outside EL in the past 12 months
Groceries	241 (80.3%)	1 (0.3%)	58 (19.3%)	Sudbury 19 Toronto 3 Barrie 1 S.S. Marie 12 Espanola 20 Michigan 1 Hamilton 1 Orillia 1 No response 1	Less than \$1000 11 \$1000-\$1999 23 \$2000-\$2999 49 \$3000-\$3999 64 \$4000-\$4999 28 \$5000-\$5999 46 \$6000-\$6999 14 \$7000-\$7999 23 \$8000-\$8999 2 \$9000 or more 10	Less than \$1000 33 \$1000-\$1999 10 \$2000-\$2999 2 \$3000-\$3999 2 \$4000-\$4999 0 \$5000-\$5999 3 \$9000 or more 1
Liquor, wine and beer	169 (90.9%)	3 (1.6%)	14 (7.5%)	Sudbury 4 Toronto 1 S.S. Marie 3 Blind River 1 U.S. 2 Michigan 1 Hamilton 1 Massey 1 Webbwood 1	Less than \$1000 137 \$1000-\$1999 19 \$2000-\$2999 8 \$3000-\$3999 1 \$4000 or	Less than \$1000 13

				Orillia 1 No response 1	more 3	
Shoes	84 (29.8%)	152 (53.9%)	46 (16.3%)	Sudbury 117 Toronto 16 Catalogue 2 Barrie 1 S.S. Marie 25 Florida 1 Ottawa 2 Texas 3 North Bay 2 U.S. 3 Newmarket 1 Michigan 7 Montreal 2 Hamilton 3 Pickering 1 London 1 Oshawa 1 Europe 1 Calgary 1 Welland 1 New Liskeard 1 B.C. 1 Windsor 1 No response 3	Less than \$500 101 \$500 or more 5	Less than \$500 145 \$500 or more 29
Men's clothing	87 (37.5%)	79 (34.1%)	66 (28.4%)	Sudbury 87 Kingston 1 Toronto 11 Catalogue 5 S.S. Marie 24 Burlington 1 Florida 2 U.S. 3 Newmarket 1 Michigan 2 Hamilton 2 Pickering 1 Maine 1 Europe 1 New Liskeard 1 Windsor 1 Orangeville 1 Stony Creek 1 No response 1	Less than \$500 116 \$500 or more 22	Less than \$500 86 \$500 or more 43
Women's clothing	84 (33.5%)	86 (34.3%)	81 (32.3%)	Sudbury 95 Kingston 1 Toronto 11 Catalogue 4 Barrie 1 S.S. Marie 31 Espanola 2 Burlington 1 Florida 4 Ottawa 2 North Bay 1	Less than \$500 109 \$500 or more 38	Less than \$500 74 \$500 or more 75

				U.S. 5 Newmarket 1 Michigan 1 Hamilton 2 Pickering 1 St. Catherines 1 Windsor 2 Paris, ON 1 No response 1		
Children's clothing	41 (44.6%)	27 (29.3%)	24 (26.1%)	Sudbury 40 Kingston 1 Toronto 1 Barrie 1 S.S. Marie 4 Blind River 2 North Bay 1 Newmarket 1 St. Catherines 1 No response 1	Less than \$500 38 \$500 or more 18	Less than \$500 25 \$500 or more 25
Fabric and yarn	44 (39.6%)	48 (43.2%)	19 (17.1%)	Sudbury 41 Kingston 1 Toronto 3 Barrie 1 S.S. Marie 3 Espanola 1 Blind River 6 North Bay 1 U.S. 3 Newmarket 1 Michigan 3 Pickering 1 Markham 1 Welland 1 Pakistan 1 Windsor 1	Less than \$500 50 \$500 or more 2	Less than \$500 51 \$500 or more 5
Household furniture	56 (40.3%)	70 (50.4%)	13 (9.4%)	Sudbury 33 Toronto 9 S.S. Marie 5 Espanola 3 Blind River 29 Ottawa 1 Spragge 1 No response 2	Less than \$1000 20 \$1000 or more 23	Less than \$1000 13 \$1000 or more 36
Household appliances (includes televisions, stereos)	130 (67.0%)	51 (26.3%)	13 (6.7%)	Sudbury 31 Toronto 4 Catalogue 3 Barrie 1 S.S. Marie 8 Espanola 3 Blind River 7 Pickering 1 London 2 Stony Creek 1 Kitchener 1	Less than \$1000 69 \$1000 or more 46	Less than \$1000 20 \$1000 or more 25

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				No response 2		
Flooring and draperies	95 (77.2%)	21 (17.1%)	7 (5.7%)	Sudbury 13 Toronto 5 Catalogue 1 S.S. Marie 2 Espanola 1 Blind River 3 U.S. 1 Thessalon 1 Quebec 1 Bruce Mines 1	Less than \$1000 51 \$1000 or more 23	Less than \$1000 13 \$1000 or more 6
Household linens	125 (71.8%)	37 (21.3%)	12 (6.9%)	Sudbury 29 Kingston 1 Toronto 6 Catalogue 1 S.S. Marie 6 Florida 1 U.S. 1 Newmarket 1 Michigan 2 Hamilton 1 Quebec 1 No response 1	Less than \$500 91 \$500 or more 12	Less than \$500 36 \$500 or more 3
Automobiles (new or used)	68 (54.0%)	56 (44.4%)	2 (1.6%)	Sudbury 13 Toronto 7 S.S. Marie 2 Espanola 2 Blind River 5 Burlington 1 Ottawa 1 Spragge 15 Newmarket 1 Manitoulin 1 Brantford 1 Quebec 2 Parry Sound 1 St. Catherines 1 Welland 1 Atikokan 1 No response 1	Less than \$5000 9 \$5000-\$14999 12 \$15000-\$24999 5 \$25000 or more 19	Less than \$5000 7 \$5000-\$14999 7 \$15000-\$24999 9 \$25000 or more 10
Recreational vehicles (boat, ski-doo's, motorcycles, etc.)	31 (66.0%)	12 (25.5%)	4 (8.5%)	Sudbury 9 Espanola 1 Blind River 1 Spragge 1 Newmarket 1 Quebec 1 Spanish 1 No response 1	Less than \$1000 5 \$1000 or more 12	Less than \$1000 0 \$1000 or more 8
Vehicle repairs and parts	172 (82.7%)	25 (12.0%)	11 (5.3%)	Sudbury 13 Kingston 1 S.S. Marie 3 Blind River 3 Burlington 1 North Bay 1 Spragge 14	Less than \$1000 95 \$1000 or more 66	Less than \$1000 20 \$1000 or more 6

				Quebec 1 Welland 1 No response 3		
Books and stationery	113 (54.3%)	71 (34.1%)	24 (11.5%)	Sudbury 38 Toronto 8 Catalogue 20 Barrie 1 S.S. Marie 15 Burlington 1 U.S. 1 Newmarket 1 London 2 St. Catherines 2 Welland 1 Thunder Bay 1 Windsor 1 No response 3	Less than \$500 119 \$500 or more 6	Less than \$500 77 \$500 or more 10
Florist, lawn and garden	187 (87.0%)	6 (2.8%)	22 (10.2%)	Sudbury 10 Toronto 1 Catalogue 1 Barrie 1 S.S. Marie 6 Espanola 1 Blind River 4 Winnipeg 1 Orangeville 1 No response 2	Less than \$100 63 \$100-\$499 114 \$500 or more 23	Less than \$100 7 \$100-\$499 16 \$500 or more 3
Hardware, paint, glass and wallpaper	135 (84.4%)	15 (9.4%)	10 (6.3%)	Sudbury 12 Toronto 2 S.S. Marie 6 Espanola 1 North Bay 1 St. Catherines 1 Spanish 1 No response 1	Less than \$100 27 \$100-\$499 69 \$500 or more 25	Less than \$100 3 \$100-\$499 17 \$500 or more 1
Sporting goods	73 (74.5%)	18 (18.4%)	7 (7.1%)	Sudbury 15 Catalogue 2 Barrie 1 S.S. Marie 2 Burlington 1 Ottawa 1 North Bay 1 London 1 Quebec 1 No response 2	Less than \$100 12 \$100-\$499 36 \$500 or more 18	Less than \$100 3 \$100-\$499 12 \$500 or more 5
Recorded music and musical instruments	73 (46.8%)	59 (37.8%)	24 (15.4%)	Sudbury 35 Toronto 9 Catalogue 27 S.S. Marie 8 Blind River 1 Burlington 1 Florida 1 Newmarket 1 Windsor 1	Less than \$100 42 \$100-\$499 39 \$500 or more 4	Less than \$100 18 \$100-\$499 51 \$500 or more 9

Jewellery	65 (60.2%)	32 (29.6%)	11 (10.2%)	Sudbury 23 Toronto 4 Catalogue 1 S.S. Marie 7 Ottawa 1 Spragge 1 Yukon 1 Caribbean 1 Mexico 1 Africa 1 Windsor 1 No response 1	Less than \$100 18 \$100-\$499 32 \$500 or more 14	Less than \$100 9 \$100-\$499 17 \$500 or more 7
Camera and photographic supplies	158 (84.9%)	15 (8.1%)	13 (7.0%)	Sudbury 13 Toronto 1 Catalogue 1 S.S. Marie 3 Ottawa 1 U.S. 2 Brantford 1 Goderich 1 No response 4	Less than \$100 91 \$100-\$499 58 \$500 or more 6	Less than \$100 9 \$100-\$499 9 \$500 or more 4
Toys, hobbies, novelties and souvenirs	68 (50.0%)	39 (28.7%)	29 (21.3%)	Sudbury 30 Kingston 1 Toronto 6 Catalogue 2 S.S. Marie 14 Blind River 1 Florida 2 Ottawa 2 North Bay 1 U.S. 4 Newmarket 1 Hamilton 1 Cookstown 1 No response 1	Less than \$100 27 \$100-\$499 50 \$500 or more 11	Less than \$100 11 \$100-\$499 36 \$500 or more 14
Computer	5	0	0		Less than \$1000 3 \$1000 or more 2	
Feller buncher		1		Espanola	\$100,000	
Building materials	1				\$3500	

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

	Frequency	Percentage
Yes	217	72.3
No	83	27.7

How much of your annual shopping is done through catalogues or services like *The Home Shopping Channel*? (217 qualified respondents)

	Frequency	Percentage
Less than 10%	111	51.2
10% to 25%	63	29.0
More than 25%	41	18.9
DK/NR	2	0.9

What types of products do you primarily order from these services? (217 qualified respondents, 5 responses recorded, 382 total responses)

	Frequency	Percentage
Drapery/blinds	19	5.0
Clothing	145	38.0
Hardware/tools	7	1.8
Shoes	26	6.8
Linens/bedding	40	10.5
Gifts	2	0.5
Furniture	13	3.4
Toys	13	3.4
Appliances	24	6.3
Household items	34	8.9
Carpet	2	0.5
Health foods	1	0.3
Books	5	1.3
Wallpaper/paint	5	1.3
Videos/CD's	3	0.8
Craft materials	3	0.8
Plants/gardening	6	1.6
Sporting goods	7	1.8
Avon	1	0.3
Dishes	2	0.5
Beds	4	1.0
Gazebo	1	0.3
Sewing materials	1	0.3
Filters	1	0.3
Cabinets	1	0.3
Home improvement items	1	0.3
Camera	1	0.3
Watch	2	0.5
Electronics	2	0.5
Make-up	3	0.8
DK/NR	7	1.8

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

	Frequency	Percentage
Yes	29	9.7
No	271	90.3

How much of your annual shopping is done through home parties? (29 qualified respondents)

	Frequency	Percentage
Less than 10%	26	89.7
10% to 25%	2	6.9
More than 25%	1	3.4
DK/NR	0	0.0

What types of products do you primarily purchase through home parties? (29 qualified respondents, 4 responses recorded, 45 total responses)

	Frequency	Percentage
Tupperware	10	22.2
Crystal	10	22.2
Kitchen goods	1	2.2
Household goods	3	6.7
Books	1	2.2
Clothing	4	8.9
Candles	3	6.7
Make-up	1	2.2
Mary Kay	1	2.2
Amway	1	2.2
Laundry soap	1	2.2
Dog food	1	2.2
Avon	3	6.7
Pampered Chef	3	6.7
Cleaning products	1	2.2
DK/NR	1	2.2

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

	Frequency	Percentage
Very satisfied	12	4.0
Satisfied	83	27.7
Neither Satisfied nor Dissatisfied	47	15.7
Dissatisfied	83	27.7
Very Dissatisfied	72	24.0
DK\NR	3	1.0

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	13 (4.3%)	137 (45.7%)	125 (41.7%)	25 (8.3%)
Selection of merchandise	2 (0.7%)	29 (9.7%)	253 (84.3%)	16 (5.3%)
Quality of merchandise	5 (1.7%)	144 (48.0%)	126 (42.0%)	25 (8.3%)
Interior store appearance	9 (3.0%)	158 (52.7%)	101 (33.7%)	32 (10.7%)
Exterior store appearance	9 (3.0%)	149 (49.7%)	99 (33.0%)	43 (14.3%)
Hours open	11 (3.7%)	163 (54.3%)	105 (35.0%)	21 (7.0%)
Staff friendliness	95 (31.7%)	147 (49.0%)	42 (14.0%)	16 (5.3%)
Staff knowledge	37 (12.3%)	178 (59.3%)	53 (17.7%)	32 (10.7%)
Parking	105 (35.0%)	98 (32.7%)	62 (20.7%)	35 (11.7%)

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

	Frequency	Percentage
Price	23	7.7
Selection of merchandise	1	0.3
Quality of merchandise	3	1.0
Interior store appearance	4	1.3
Exterior store appearance	3	1.0
Hours open	10	3.3
Staff friendliness	104	34.7
Staff knowledge	6	2.0
Parking	82	27.3
DK\NR	64	21.3

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

	Frequency	Percentage
Price	16	5.3
Selection of merchandise	183	61.0
Quality of merchandise	18	6.0
Interior store appearance	5	1.7
Exterior store appearance	5	1.7
Hours open	6	2.0
Staff friendliness	9	3.0
Staff knowledge	4	1.3
Parking	10	3.3
DK\NR	44	14.7

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, 462 total responses)

	Frequency	Percentage
Women's clothing	67	14.5
Kid's clothing	17	3.7
Fabric store/wool	9	1.9
Shoe store	142	30.7
Large general dep't store	68	14.7
Clothing-general	48	10.4
Country music store	1	0.2
Toy store	7	1.5
Better bus service on Sunday	1	0.2
Jewelry store	1	0.2
Bulk food store	3	0.6
Book store	27	5.8
Men's clothing	23	5.0
More entertainment	5	1.1
Sporting goods store	3	0.6
More fast food/brand name restaurants	8	1.7
Leather goods	1	0.2
Number of small food stores	2	0.4
Costco	1	0.2
White Rose	1	0.2
Arts supplies	2	0.4
Business Depot	1	0.2
Bell office	1	0.2
Farmer's market	2	0.4
Furniture store	4	0.9
Eyeglasses in mall	1	0.2
Stores for seniors	1	0.2
Household items	1	0.2
Supermarket	1	0.2
Music supply store	3	0.6
Electronics store	3	0.6
Computers	1	0.2
24 hour gas bar	1	0.2
Craft supplies	3	0.6
Bridal boutique	1	0.2
Bake shop	1	0.2
DK\NR	64	N/A

What do you think could be done by Elliot Lake merchants to attract more of your business? (5 responses recorded, 305 total responses)

	Frequency	Percentage
Increase customer service	29	9.5
Knowledgeable staff/friendly	4	1.3
Better selection/stock/more stores	171	56.1
Better prices	32	10.5
Have mall rates lower so businesses not forced out	5	1.6
Larger signs	2	0.7
More advertising	6	2.0
Convince politicians to shop in town	1	0.3
Need to cater to all customers	4	1.3
Cater clothes to seniors	3	1.0
Clean up shopping areas/facelift	8	2.6
Don't advertise items out of stock	12	3.9
Generally pleased with shopping	2	0.7
Change owners	1	0.3
Increase competition	10	3.3
Better access for handicapped	4	1.3
More attractive merchandise displays	2	0.7
Open longer hours	6	2.0
Improve parking at mall	1	0.3
Hate coupons	1	0.3
Smoking areas	1	0.3
DK\NR	73	N/A

Is there anything else you would like to tell us about shopping in Elliot Lake? (5 responses recorded, 141 total responses)

	Frequency	Percentage
Increase store hours	3	2.1
Clear ice in winter	1	0.7
People are very friendly/don't pressure	11	7.8
Better customer service	10	7.1
City should always use local businesses	1	0.7
Need more stores that cover more of the retail sector/variety	28	19.9
No selection of furniture	1	0.7
Rents too high	1	0.7
Staff friendly but not knowledgeable	2	1.4
Difficult to access some stores	7	5.0
Need one large store with everything	4	2.8
Clean up shopping areas/facelift	10	7.1
Shop out of town often as possible because of poor quality and service	3	2.1
Citizens should try to buy more locally	3	2.1
Excellent parking (free)	1	0.7
Lower prices	4	2.8
Everything is here, you just have to search for it	1	0.7
Poor transportation	1	0.7
Poor store hours	5	3.5
Merchants not as friendly as they used to be	1	0.7
Increase tourism	1	0.7
Grocery stores good	8	5.7
Generally happy	20	14.2
Display prices prominently	1	0.7
Need more competition	5	3.5
Eliminate smoking in businesses	1	0.7
Unhappy	5	3.5
Need better restaurants	2	1.4
DK/NR	183	N/A

DEMOGRAPHIC INFORMATION

What is your marital status?

	Frequency	Percentage
Single	36	12.0
Married	187	62.3
Living Common-law	15	5.0
Separated	5	1.7
Divorced	14	4.7
Widowed	42	14.0
DK/NR	1	0.3

How many people live in your household? (TOTAL)

	Frequency	Percentage
One	63	21.0
Two	151	50.3
Three	31	10.3
Four	31	10.3
Five	17	5.7
Six	5	1.7
Eight	2	0.7

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

	Frequency	Percentage
Retired	159	53.0
Working	100	33.3
Seeking employment	21	7.0
Disabled	6	2.0
Stay at home spouse	10	3.3
Student	4	1.3

How long have you personally lived in Elliot Lake?

	Frequency	Percentage
Less than 5 years	81	27.0
5-9 years	52	17.3
10-14 years	23	7.7
15-19 years	34	11.3
20-24 years	34	11.3
25-29 years	16	5.3
30-34 years	20	6.7
35-39 years	11	3.7
40-45 years	29	9.7

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

	Frequency	Percentage
Below \$45,000	191	63.7
Above \$45,000	67	22.3
No response	42	14.0

	Frequency	Percentage
Less than \$15,000	24	8.0
\$15,000-29,999	90	30.0
\$30,000-44,999	59	19.7
\$45,000-59,999	28	9.3
\$60,000-74,999	26	8.7
\$75,000 or above	13	4.3
No response	60	20.0

In what year were you born?

	Frequency	Percentage
1910-1920	14	4.7
1921-1930	64	21.3
1931-1940	67	22.3
1941-1950	57	19.0
1951-1960	41	13.7
1961-1970	31	10.3
1971-1980	22	7.3
No response	4	1.3

Gender.

	Frequency	Percentage
Male	82	27.3
Female	218	72.7

APPENDIX A

Consumer Expenditures Report

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	Expenditures in EL in the past 12 months	Expenditures outside EL in the past 12 months
Groceries	\$2,227,386.00 (268 responses)	\$58,255.00 (52 responses)
Liquor, wine and beer	\$92,213.00 (168 responses)	\$3,750.00 (13 responses)
Shoes	\$19,572.00 (106 responses)	\$52,852.00 (174 responses)
Men's clothing	\$36,595.00 (138 responses)	\$59,850.00 (129 responses)
Women's clothing	\$55,366.00 (146 responses)	\$85,443.00 (149 responses)
Children's clothing	\$26,380.00 (56 responses)	\$30,750.00 (49 responses)
Fabric and yarn	\$7,825.00 (52 responses)	\$18,845.00 (56 responses)
Household furniture	\$55,645.00 (43 responses)	\$124,320.00 (49 responses)
Household appliances (includes televisions, stereos)	\$113,751.00 (115 responses)	\$82,759.00 (45 responses)
Flooring and draperies	\$66,649.00 (76 responses)	\$17,180.00 (19 responses)
Household linens	\$20,580.00 (103 responses)	\$7,080.00 (39 responses)
Automobiles (new or used)	\$854,944.00 (45 responses)	\$624,947.00 (31 responses)
Recreational vehicles (boat, ski-doo's, motorcycles, etc.)	\$62,860.00 (17 responses)	\$119,500.00 (8 responses)
Vehicle repairs and parts	\$191,069.00 (161 responses)	\$19,830.00 (26 responses)
Books and stationery	\$16,329.00 (125 responses)	\$21,257.00 (87 responses)
Florist, lawn and garden	\$40,373.00 (200 responses)	\$5,017.00 (26 responses)
Hardware, paint, glass and wallpaper	\$66,727.00 (121 responses)	\$5,475.00 (21 responses)
Sporting goods	\$23,620.00 (66 responses)	\$7,617.00 (20 responses)
Recorded music and musical instruments	\$12,981.00 (85 responses)	\$20,430.00 (77 responses)
Jewellery	\$33,723.00 (64 responses)	\$27,309.00 (33 responses)
Camera and photographic supplies	\$25,393.00 (155 responses)	\$6,032.00 (22 responses)
Toys, hobbies, novelties and souvenirs	\$24,945.00 (88 responses)	\$26,268.00 (61 responses)

APPENDIX B

Cross-tabulation Reports as per Rhona Guertin's request

1998 08 10

1. Income profile of those who shop out of town (252 total respondents).

Income	Frequency	Total Percentage	Percentage of respondents (202)
Less than \$15,000	16	6.4	7.9
\$15,000-29,999	70	27.8	34.7
\$30,000-44,999	54	21.4	26.7
\$45,000-59,999	26	10.3	12.9
\$60,000-74,999	25	9.9	12.4
\$75,000 or above	11	4.4	5.4
No response	50	19.8	N/A

2. Income profile of those who do not shop out of town (48 total respondents).

Income	Frequency	Total Percentage	Percentage of respondents (38)
Less than \$15,000	8	16.7	21.1
\$15,000-29,999	20	41.7	52.6
\$30,000-44,999	5	10.4	13.2
\$45,000-59,999	2	4.2	5.3
\$60,000-74,999	1	2.1	2.6
\$75,000 or above	2	4.2	5.3
No response	10	5.0	N/A

3. Age of those who shop out of town (252 respondents).

Age	Frequency	Total Percentage	Percentage of respondents (249)
1910-1920	7	2.8	2.8
1921-1930	53	21.0	21.3
1931-1940	57	22.6	22.9
1941-1950	50	19.8	20.1
1951-1960	36	14.3	14.5
1961-1970	26	10.3	10.4
1971-1980	20	7.9	8.0
No response	3	1.2	N/A

3. Age of those who do not shop out of town (48 respondents).

Age	Frequency	Total Percentage	Percentage of respondents (47)
1910-1920	7	14.6	14.9
1921-1930	11	22.9	23.4
1931-1940	10	20.8	21.3
1941-1950	7	14.6	14.9
1951-1960	5	10.4	10.6
1961-1970	5	10.4	10.6
1971-1980	2	4.2	4.3
No response	1	2.1	N/A

5. Total dollars spent in communities outside Elliot Lake. (Calculated by totaling responses in Question 13).

\$1,424,766.00 for the 300 respondents (252 of 300 reported shopping outside of Elliot Lake)