

Consumer Survey

September 15, 2008

Survey Results

What is your age group?	Response Percent	Response Count
30-59	71.8%	97
19-29	14.1%	19
60+	11.5%	15
18 & Under	3.8%	5

Are you a resident of:	Response Percent	Response Count
Fort Frances	73.3%	99
District	23.7%	32
Other Canada	3.7%	5
USA	0.8%	1

What additional businesses do you feel Fort Frances could benefit from?	Response Percent	Response Count	Total Response Count
Restaurant	70.5%	91	129
Movie Theatre	64.3%	83	
Book store	51.2%	66	
Shoe store	48.1%	62	
Doctor/health care provider	47.3%	61	
Womens clothing store	45.7%	59	
Grocery store	43.4%	56	
Mens clothing store	34.1%	44	
Childrens clothing store	28.7%	37	
Coffee/tea shop	27.9%	36	
Department or discount store	25.6%	33	
Home product (bed/bath) store	22.5%	29	
Live music/arts theater	22.5%	29	
Music and video store	20.9%	27	
Pet/pet food store	20.1%	26	
Bakery	18.6%	24	
Toy/hobby store	18.6%	24	
Sporting goods store	15.5%	20	
Appliance repair shop	14.7%	19	
Child or adult day care center	14.7%	19	
Landromat/dry cleaner	13.9%	18	
Deli/meat/seafood shop	13.2%	17	
Farmers market	11.6%	15	
Health/beauty supply store	11.6%	15	
Sewing/craft supply store	10.0%	13	
Furniture store	10.0%	13	
Gift shop/local craft outlet	8.5%	11	
Home electronics store	7.0%	9	
Automobile repair shop	6.2%	8	
Other	6.2%	8	
Florist	5.4%	7	
Hair salon/barber shop	3.1%	4	
Travel agency	1.5%	2	

What percentage of purchasing do you do in:					Response Count
Fort Frances	0-25%	50%	75%	100%	
Grocery	20 - 16.3%	14 - 11.4%	45 - 36.6%	40 - 32.5%	123
Restaurant	38 - 30.6%	35 - 28.2%	38 - 30.6%	13 - 10.5%	124
Entertainment	36 - 32.7%	31 - 28.2%	22 - 20%	21 - 19.1%	110
Clothing	64 - 57.1%	24 - 21.4%	18 - 16.1%	6 - 5.4%	112
Footwear	60 - 58.7%	21 - 20.2%	16 - 15.4%	7 - 6.7%	104
Personal Products/Services	15 - 11.6%	23 - 17.8%	43 - 33.3%	48 - 37.2%	128
Professional Services	13 - 10.6%	24 - 19.5%	23 - 18.7%	63 - 51.2%	123
Home & Garden Products/Services	12 - 10.2%	28 - 23.7%	30 - 25.4%	48 - 40.7%	118

District	0-25%	50%	75%	100%	Response Count
Grocery	30 - 68.2%	2 - 4.5%	10 - 22.7%	2 - 4.5%	44
Restaurant	29 - 85.3%	2 - 5.9%	3 - 8.8%	0	34
Entertainment	16 - 80%	2 - 10%	2 - 10%	0	20
Clothing	14 - 93.3%	1 - 6.6%	0	0	15
Footwear	12 - 92.3%	1 - 7.7%	0	0	13
Personal Products/Services	22 - 84.6%	3 - 11.5%	0	1 - 3.8%	26
Professional Services	13 - 54.2%	5 - 20.8%	5 - 20.8%	1 - 4.2%	24
Home & Garden Products/Services	21 - 72.4%	3 - 10.3%	3 - 10.3%	2 - 6.9%	29

Other Canada	0-25%	50%	75%	100%	Response Count
Grocery	13 - 81.2%	1 - 6.2%	1 - 6.2%	1 - 6.2%	16
Restaurant	25 - 75.7%	4 - 12.1%	3 - 10%	1 - 3.0%	33
Entertainment	22 - 68.7%	3 - 9.3%	5 - 15.6%	2 - 6.2%	32
Clothing	34 - 37.4%	29 - 31.9%	23 - 25.3%	5 - 5.5%	91
Footwear	25 - 28.4%	25 - 28.4%	28 - 31.8%	10 - 11.4%	88
Personal Products/Services	24 - 63.1%	11 - 28.9%	1 - 2.6%	2 - 5.3%	38
Professional Services	21 - 58.3%	12 - 33.3%	2 - 5.5%	1 - 2.8%	36
Home & Garden Products/Services	21 - 67.7%	6 - 19.3%	2 - 6.4%	2 - 6.4%	31

USA	0-25%	50%	75%	100%	Response Count
-----	-------	-----	-----	------	----------------

Grocery	40 - 64.5%	13 - 21%	8 - 12.9%	1 - 1.6%	62
Restaurant	59 - 60.8%	23 - 23.7%	14 - 14.4%	1 - 1%	97
Entertainment	43 - 57.3%	23 - 30.7%	5 - 6.7%	4 - 5.3%	75
Clothing	44 - 52.4%	29 - 34.5%	7 - 8.3%	4 - 4.8%	84
Footwear	37 - 48.7%	26 - 34.2%	6 - 7.9%	7 - 9.2%	76
Personal Products/Services	30 - 73.2%	6 - 14.6%	3 - 7.3%	2 - 4.9%	41
Professional Services	19 - 86.4%	2 - 10%	0	1 - 4.5%	22
Home & Garden Products/Services	35 - 70%	12 - 24%	0	3 - 6%	50

Are you generally satisfied with the purchase or service in:	FF	District	Other Canada	USA	Response Count
Yes	59 - 53.6%	43 - 39.1%	78 - 71%	89 - 81%	110
No	17 - 70.8%	14 - 58.3%	0	0	24
Sometimes	56 - 86.1%	28 - 43.1%	15 - 23.1%	17 - 26.1%	65

What motivates you to purchase products/services in?	FF	District	Other Canada	USA	Response Count
Convenience/location	123 - 95.3%	31 - 24%	11 - 8.5%	29 - 22.5%	129
Low price	25 - 21.2%	14 - 11.9%	51 - 43.2%	98 - 83%	118
High quality	40 - 40.8%	23 - 23.5%	57 - 58.2%	39 - 40%	98
Product Selection	23 - 21.7%	10 - 9.4%	69 - 65.1%	76 - 71.7%	106
Good service	61 - 57%	32 - 30%	43 - 40.2%	48 - 44.8%	107
Know owner/employee	89 - 92.7%	27 - 28.1%	1 - 1%	3 - 3.1%	96
To support neighbourhood businesses	99 - 90.8%	31 - 28.4%	4 - 3.7%	5 - 4.6%	109
Other	7 - 38.9%	4 - 22.2%	11 - 61.1%	8 - 44.4%	18

Would you purchase more products/services locally if more of what you need were available in Fort Frances?	Response Percent	Response Count
Yes	77.90%	102
No	0	0
Maybe	22.10%	29

Which of the following is important to you when shopping?	Important	Somewhat Important	Neither Important or Unimportant	Somewhat Unimportant	Unimportant	Response Count
Consistent Daily Store Hours	97 - 72.9%	28 - 21%	3 - 2.2%	3 - 2.2%	2 - 1.5%	133
Unified Store Hours	45 - 37.5%	31 - 25.8%	30 - 25%	10 - 8.3%	4 - 3.3%	120
Diverse Business Selection	80 - 64%	32 - 25.6%	11 - 8.8%	1 - 0.8%	1 - 0.8%	125
Diverse Product Selection	105 - 79.5%	23 - 17.4%	2 - 1.5%	1 - 0.7%	1 - 0.7%	132
Product Servicing	92 - 71.3%	32 - 24.8%	2 - 1.5%	1 - 0.7%	2 - 1.5%	129
Price	104 - 78.2%	24 - 18%	4 - 3%	0	1 - 0.7%	133
Customer Service	125 - 95.4%	7 - 5.3%	0	0	0	132
Accessibility	69 - 52.7%	33 - 25.2%	23 - 17.5%	2 - 1.5%	4 - 3%	131
Parking	44 - 33.8%	52 - 40%	26 - 20%	2 - 1.5%	6 - 4.6%	130

Top three reasons for shopping Fort Frances

Convenient
Know Owner/employee
Support Local Business & Economy

Top three reasons for NOT shopping Fort Frances

Lack of Selection
Poor Customer Service Experiences
Price