

North Huron Downtown Retail Survey

Respondents identity (questions 1 and 25) will be kept confidential. The survey results will be analyzed and the findings shared with North Huron BIAs, Municipal Council, local and regional stakeholders to understand where businesses see room for improvement across the downtown commercial areas of North Huron.

This survey will take 20 to 30 minutes.

1. What is your business name and address? *

1.a. What is your relationship to the business? *

- Business owner
- Land / property owner
- Both the business owner and land / property owner
- Employee of business

2. Where are you located? *

- Wingham
- Blyth

3. What best describes your business type? *

- (11) Agriculture, forestry, fishing and hunting
- (23) Construction
- (41) Wholesale
- (48-49) Transportation and warehousing
- (52) Finance and insurance
- (54) Professional, scientific and technical services
- (56) Waste management and remediation services
- (62) Health care and social assistance
- (72) Accommodation and food services
- (91) Public administration
- (22) Utilities
- (31-33) Manufacturing
- (44-45) Retail Trade
- (51) Information and cultural industries
- (53) Real estate and rental and leasing
- (55) Management of companies and enterprises
- (61) Educational services
- (71) Arts, entertainment and recreation
- (81) Other services (except public administration)

3.a. What best describes your (23) Construction business type?

- (236) Construction of buildings
- (237) Heavy and civil engineering construction
- (238) Specialty trade contractors

3.b What best describes your (31-33) Manufacturing business type?

- (311) Food manufacturing
- (314) Textile product mills
- (327) Non-metallic mineral product manufacturing
- (331) Primary metal manufacturing
- (336) Transportation equipment manufacturing

3.c. What best describes your (41) Wholesale trade business type?

- (415) Motor vehicle and motor vehicle parts and accessories merchant wholesalers
- (416) Building material and supplies merchant wholesalers
- (417) Machinery, equipment and supplies merchant wholesalers
- (418) Miscellaneous merchant wholesalers

3.d. What best describes your (44-45) Retail trade business type?

- (441) Motor vehicle and parts dealers
- (442) Furniture and home furnishings stores
- (443) Electronics and appliance stores
- (444) Building material and garden equipment and supplies dealers (445) Food and beverage stores
- (446) Health and personal care stores
- (447) Gasoline stations
- (448) Clothing and clothing accessories stores
- (451) Sporting goods, hobby, book and music stores
- (452) General merchandise stores
- (453) Miscellaneous store retailers
- (454) Non-store retailers

3.e. What best describes your (48-49) Transportation and Warehousing business type?

- (484) Truck transportation
- (485) Transit and ground passenger transportation
- (488) Support activities for transportation
- (491) Postal service

3.f. What best describes your (51) Information and Cultural Industries business type?

- (515) Broadcasting (except internet)

3.g. What best describes your (52) Finance and Insurance business type?

- (522) Credit intermediation and related activities
- (523) Securities, commodity contracts, and other financial investment and related activities
- (524) Insurance carriers and related activities

3.h. What best describes your (53) Real Estate and Rental and Leasing business type?

- (531) Real estate
- (532) Rental and leasing services

3.i. What best describes your (56) Administrative and Support, Waste Management and Remediation Services business type?

- (561) Administrative and support services
- (562) Waste management and remediation services

3.j. What best describes your (62) Health Care and Social Assistance business type?

- (621) Ambulatory health care services
- (622) Hospitals
- (623) Nursing and residential care facilities
- (624) Social assistance

3.k. What best describes your (71) Arts, Entertainment and Recreation business type?

- (711) Performing arts, spectator sports and related industries
- (712) Heritage institutions
- (713) Amusement, gambling and recreation industries

3.l. What best describes your (81) Other Services (except public administration) business type?

- (811) Repair and maintenance
- (812) Personal and laundry services
- (813) Religious, grant-making, civic, and professional and similar organizations

3.m. What best describes your (91) Public Administration business type?

- (911) Federal government public administration
- (913) Local, municipal and regional public administration

4. Which would you prefer for parking in the downtown core on Josephine Street (between Amberley Road CR86 to North Street / B-Line Road) in Wingham and Queen Street (between North Street and County Road 25) in Blyth? *

- 2 hour parking between 9am-6pm Monday to Saturday (current by-law)
- 2 hour parking between 9am-6pm Monday to Friday
- 4 hour parking between 9am-6pm Monday to Saturday
- 4 hour parking between 9am-6pm Monday to Friday
- No time limit on parking
- Other

5. Is there an organization or group that represents the interests of your commercial district? (select all that apply)

- | | | | | | |
|--|---|--|---|---|--------------------------------|
| <input type="checkbox"/> Business Improvement Area association | <input type="checkbox"/> Development corporation or board of management | <input type="checkbox"/> Chamber of commerce | <input type="checkbox"/> Ratepayers association | <input type="checkbox"/> Committee of council | <input type="checkbox"/> Other |
|--|---|--|---|---|--------------------------------|

6. Using the scale provided, please rate the condition of your commercial district for each factor.

NR=No response 1=Needs improving 2=Fair 3=Good 4=Excellent

	NR	1	2	3	4
Street furniture (e.g. lights, benches, waste containers).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Customer service programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advertising campaigns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sidewalks, pedestrian environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Number of parking spots / facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Highway signage / tourism directional signs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exterior appearance of facades	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vagrancy / Homelessness / Panhandling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Appropriate mix of businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adequacy of public transit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessibility for people with disabilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organizations of special events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Plantings, trees, flower boxes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parking signage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fees, enforcement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Graffiti and litter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Roadside advertising.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visual identity of the area (e.g. unifying banners).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public amenities (parks, fountains, washrooms)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Window displays	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Signage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic flow on streets in the area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vandalism.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public safety services (e.g. lighting, security, etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conditions of the housing stock	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Appropriate range of quality/price for target markets.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Number of vacancies / turnover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Uniform hours of operation.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Select programs or services that would benefit your business? (maximum of 8 selections)

- | | |
|---|--|
| <input type="checkbox"/> Store design and layout assistance | <input type="checkbox"/> Networking events |
| <input type="checkbox"/> Cooperative advertising / joint marketing | <input type="checkbox"/> Building improvement loan / grant programs |
| <input type="checkbox"/> Sign improvement loan / grant programs | <input type="checkbox"/> Physical improvements in public areas (benches, lighting, etc.) |
| <input type="checkbox"/> Business directories, brochures, maps | <input type="checkbox"/> Mentorship programs / business to business counseling |
| <input type="checkbox"/> Analysis and reporting on the downtown market / economy | <input type="checkbox"/> Retail and special event coordination |
| <input type="checkbox"/> Customer service training | <input type="checkbox"/> Marketing on the web |
| <input type="checkbox"/> Training in financial management and product pricing | <input type="checkbox"/> Succession planning |
| <input type="checkbox"/> Improved telecommunications infrastructure (eg. internet access) | |

8. What are your top suggestions for improving the retail business environment? (select up to 6)

- | | |
|--|--|
| <input type="checkbox"/> Repair or remove "eyesore" buildings | <input type="checkbox"/> More and better festivals and events |
| <input type="checkbox"/> More niche market specialty shops | <input type="checkbox"/> More restaurants and entertainment facilities |
| <input type="checkbox"/> More hotels / accommodations | <input type="checkbox"/> More and better signage |
| <input type="checkbox"/> Improved streetscape | <input type="checkbox"/> Uniform store hours |
| <input type="checkbox"/> Extended store hours | <input type="checkbox"/> Improved parking |
| <input type="checkbox"/> Focused downtown revitalization strategy | <input type="checkbox"/> Financial support to improve store facades |
| <input type="checkbox"/> Retail gap analysis and recruitment program | <input type="checkbox"/> Other |

8.a. If other, please specify:

9. In order for your business to be more competitive, what retail SKILLS would you like to improve upon? (select all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Retaining existing or attracting new customers | <input type="checkbox"/> Assessing new technologies |
| <input type="checkbox"/> Staff training and development | <input type="checkbox"/> Visual merchandising |
| <input type="checkbox"/> Product pricing | <input type="checkbox"/> Financial management |
| <input type="checkbox"/> Marketing | <input type="checkbox"/> Evaluating market opportunities |
| <input type="checkbox"/> Dealing with the competition | <input type="checkbox"/> Customer service training |

10. In order for your business to be more competitive, would you participate in WORKSHOPS to address any of the following issues? (select all that apply)

- | | |
|---|--|
| <input type="checkbox"/> Retaining existing or attracting new customers | <input type="checkbox"/> Assessing new technologies |
| <input type="checkbox"/> Staff training and development | <input type="checkbox"/> Visual merchandising |
| <input type="checkbox"/> Product pricing | <input type="checkbox"/> Financial management |
| <input type="checkbox"/> Marketing | <input type="checkbox"/> Evaluating market opportunities |
| <input type="checkbox"/> Dealing with the competition | <input type="checkbox"/> Customer service training |

11. Select the top operating costs that are a serious concern to the success of your business? (select up to 3)

- Cost and availability of full-time employees
- Cost and availability of part-time employees
- Business and property tax structure
- Rent and lease costs of building
- Insurance
- Cost of utilities

12. What community assets would you like to see developed in your community? (select up to 4)

- | | |
|--|--|
| <input type="checkbox"/> Directional signs | <input type="checkbox"/> Farmers' market |
| <input type="checkbox"/> Parks and/or green space | <input type="checkbox"/> Public cultural facilities (eg. libraries, museums) |
| <input type="checkbox"/> Public parking | <input type="checkbox"/> Downtown public washrooms |
| <input type="checkbox"/> Sports or recreation facilities | <input type="checkbox"/> Walking & biking trails |
| <input type="checkbox"/> Other | |

12.a. If other, please specify:

13. What are the two busiest days of the week? (select 2)

- Sunday Monday Tuesday Wednesday Thursday Friday Saturday

14. What are the three busiest months of the year for this business? (select up to 3 months)

- January April July October
 February May August November
 March June September December

15. What are your thoughts on store hours? (select all that apply)

- I am open all the hours I need to be.
 I can't be open more hours for personal reasons
 I should be open more hours, but can't afford the staff
 I would be open more hours if I were sure of sales
 I would be open more hours if everyone else were

16. Do community events / festivals increase sales in your business?

- Yes No

16.a. Please specify which events:

16.b. Why do events / festivals not increase business sales? (select all that apply)

- Event-goers don't purchase enough Street Closures
 Location Not enough events
 Other

16.c. If other, please specify:

17. Please indicate the percentage of customers / clients activity that are: (should total 100%)

17.a. Foot traffic:

17.b. Telephone based:

17.c. Internet based:

18. How many customers / clients visit your business each day during the summer months between May and October? (number of customers)

- Less than 50 50 - 100 101 - 200
- 201 - 500 Over 500 None, all business via telephone / internet

19. How many customers / clients visit your business each day during the winter months between November and April? (number of customers)

- Less than 50 50 - 100 101 - 200
- 201 - 500 Over 500 None, all business via telephone / internet

20. Does your business advertise? *

- Yes No

20.a. What methods do you use to promote your business? (select all that apply) *

- Print (eg. flyers, newspaper, magazines) Website
- Television / radio Social Media (eg. Facebook, Twitter, Instagram, etc.)
- Co-op advertising campaigns Word of mouth and networking
- Trade shows or business events Travel review website
- Email / e-newsletters Other

21. Do you know if your community offers any financial assistance programs to its businesses?

- Yes No Don't know

24. What are the two main reasons people visit downtown? (eg. specific establishment, attraction or activity)

25. Contact info: please provide an email and phone number if you'd like to be entered into a draw for a \$50 gift card.

Thank You

We appreciate you taking the time to complete this survey.