# **Appendix B: Consumer Telephone Survey Results**

As part of a telephone consumer survey conducted in Vaughan, questions about the City were asked to determine existing perceptions and satisfaction levels of trade area residents. The telephone survey was sub-contracted to a research company who interviewed some 800 people between April 1 – May 12, 2009. As shown below in Figure B-1 the telephone surveys were distributed equally throughout the City based on the 2006 Census population data.

Figure B-2 provides the characteristics of the sample. A copy of the survey has also been included (see Figure B-5). Figure B-3 presents a breakdown of NFSR Expenditures by type, zone of residence and zone of purchase based on the results of the in home telephone survey. We have also included the background data utilized to calculate the weighted nondepartment store NFSR distribution. Figures B-4 details the FSR expenditures by the restaurant, supermarket and grocery/convenience trade groups.

Figure B-1

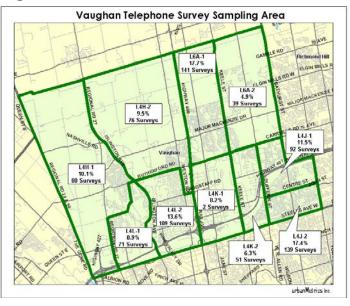


Figure B-2

Qu. 13 - Number of People in Household

	Mean
Q13	3.52

Source: urbanMetrics, 2009

Qu. 14 - Age Group

	Count	Col %
Under 25	20	2.5%
25 - 34	103	12.9%
35 - 44	223	27.9%
45 - 54	222	27.8%
55 - 64	126	15.8%
65 and over	94	11.8%
Refused	12	1.5%
Total	800	100.0%

Source: urbanMetrics, 2009

Qu. 15 - Gender of Primary

	Count	Col %
Female	599	74.9%
Male	201	25.1%
Total	800	100.0%

Source: urbanMetrics, 2009



Figure B-3
Consumer Telephone Survey Results: NFSR Expenditures by Vaughan Residents (2009)

	Merchandise Retailers	Retailers	rasmon retailers	erallers	Retailers	ers	Retailers	ers	Ret	Retailers	Personal Care Retailers	re Retailers	Expenditures	itures
	(3 months)	(8)	3 months	supe	3 months	ths	3 months	ths	3 m	3 months	3 months	nths	3 months	ths
	Qu. 1 & 2 Expenditures	nditures	Qu. 3 Expenditure	enditure	Qu. 4 Expenditure	nditure	Qu. 5 Expenditure	enditure	Qu. 6 Ex	Qu. 6 Expenditure	Qu. 9 Expenditure	enditure	NFSR Expenditure	enditure
( ) ( ) ( ) ( ) ( ) ( ) ( ) ( ) ( ) ( )	and the second	Column Sum %	Sim	Column Sum %	all	Column Sum %	S	Column Sum %	S S	Column Sum	J	Column Sum %	j	Column Sum %
1 Vaudhan Mills & Area	47.100	7.4%	\$59,349	34.8%	\$12.550	10.2%	5	0.0%	\$27.110	13.5%	┸	1.6%	\$150.324	-
2 400 & 7 Power Centre Node	278,600	43.8%	\$34,203	20.0%	\$47,064	38.4%	\$86,470	47.6%	\$71,356	35.5%		2.2%		,
Γ	0	0.0%		960:0	\$2,605	2.1%	\$230	0.1%	\$7,510	3.7%		0.0%	\$10,345	0.7%
4 Langstaff & Hwy 27	\$23,599	3.7%	\$100	0.1%		0.0%	\$200	0.1%		960.0	\$2,220	0.9%	\$26,119	1.7%
5 Woodbridge Village	\$20	0.0%	\$300	0.5%	\$110	0.1%		960'0		960:0	\$300	0.1%	\$1,330	0.1%
6 Weston Corridor	\$20	0.0%	\$1,300	0.8%	\$1,460	1.2%	\$2,050	1.1%	\$390	0.2%	\$39,645	15.4%	\$44,865	2.9%
7 Sonoma Heights	\$225	0.0%		0.0%	\$2,420	2.0%	\$2,250	1.2%	\$1,000	0.5%	\$28,950	11.3%	\$34,845	2.2%
8 Pine Valley Business Park	0	0.0%		960:0		960'0		960:0	\$300	0.4%	\$300	0.3%	\$1,800	0.1%
	\$2,026	0.3%		960:0	\$470	0.4%	\$515	0.3%		0.0%	\$17,802	6.9%	\$20,813	1.3%
10 Other Vaughan - West of Hwy 400	\$1,070	0.2%		960:0	\$1,010	0.8%	\$1,785	1.0%	\$125	0.1%	\$600	0.2%	\$4,590	0.3%
11 Kleinburg	0	0.0%	\$100	0.1%	\$300	0.2%		0.0%		0.0%	\$45	90.0	\$445	0.0%
12 Langstaff & Jane Industrial Area	0	0.0%		960:0	\$100	0.1%		0.0%		0.0%		0.0%	100	0.0%
13 Rutherford Corridor	\$4,436	0.7%		960:0		0.0%	\$300	0.2%		0.0%	\$1,110	0.4%	\$5,846	0.4%
14 Maple	\$620	0.1%	\$430	0.3%	\$2,642	2.2%	\$42,158	23.2%	\$550	0.3%	_	17.8%	\$92,060	5.9%
15 Concord	\$150	0.0%		0.0%	\$1,096	0.9%	\$425	0.2%	\$12,550	6.3%	\$1,050	0.4%	\$15,271	1.0%
16 Thornhill - Promenade & Area	\$119,096	18.7%	\$27,528	16.1%	\$14,548	11.9%	\$580	0.3%	\$1,960	1.0%	\$67,296	26.2%	\$231,008	14.7%
17 Steeles Corridor - East of Dufferin	0	0.0%	\$1,300	0.8%	\$4,256	3.5%		960:0	\$1,345	0.7%	\$2,100	0.8%	\$9,001	0.6%
18 Yonge Corridor	0	0.0%	\$800	0.5%	\$485	0.4%		0.0%		0.0%	\$360	0.1%	\$1,645	0.1%
19 Other Vaughan - East of Hwy 400	\$25	0.0%		0.0%		0.0%		0.0%		0.0%		0.0%	25	0.0%
SUBTOTAL Vaughan	\$476,987	74.9%	\$126,010	73.9%	\$91,116	74.4%	\$136,963	75.4%	\$124,796	62.2%	\$217,818	84.7%	\$1,173,690	74.8%
Centerpoint Mall & Area	\$31,024	4.9%	\$2,908	1.7%	\$220	0.5%		0.0%		0.0%		1.0%		2.4%
Dufferin & Steeles	0	0.0%	\$2,025	1.2%	\$500	0.4%	\$28,754	15.8%	\$3,080	1.5%		2.8%	\$41,529	2.6%
Other Toronto	\$62,677	9.8%	\$27,594	16.2%	\$10,980	9.0%	\$1,610	0.9%	\$36,242	18.1%	\$23,295	9.1%	\$162,398	10.3%
Hillcrest Mall & Area	\$16,925	2.7%	\$3,560	2.1%	\$2,495	2.0%		0.0%	\$2,420	1.2%		0.2%	\$25,985	1.7%
Highway 7 Yonge Power Centre	\$27,540	4.3%	\$1,350	0.8%	\$7,290	6.0%	\$10,660		\$9,375	4.7%		0.4%		3.6%
Other Richmond Hill	\$4,905	0.8%	\$685	0.4%	\$2,420	2.0%	\$300		\$1,700	0.8%		0.4%	٠,	
Thornhill Markham	0	0.0%	\$570	0.3%	\$3,470	2.8%		960'0	\$185	0.1%		0.9%		
Other Markham	\$6,500	1.0%	\$920	0.5%	\$150	0.1%	\$1,040	0.6%	\$2,400	1.2%	\$1,140			
Brampton	\$3,110	0.5%	\$500	0.3%	\$1,094	0.9%	\$1,450	0.8%	\$12,650	6.3%		0.0%	\$18,804	
Caledon	0	0.0%		0.0%		0.0%		0.0%		0.0%		0.0%	0	0.0%
Mississauga	\$2,740	0.4%	\$1,670	1.0%	\$1,240	1.0%		0.0%	\$2,000	1.0%	\$120	0.0%	\$7,770	0.5%
Other Ontario	\$3,758	0.6%	\$1,048	0.6%	\$910	0.7%	\$490	0.3%	\$1,750	0.9%	\$210	0.1%	\$8,166	0.5%
USA	20	0.0%	\$1,100	0.6%	\$100	0.1%		0.0%		0.0%		0.0%		0.1%
Other Canada	\$530	0.1%	\$685	0.4%		0.0%		0.0%	\$150	0.1%		0.0%		0.1%
SUBTOTAL Outside Vaughan	\$159,759	25.1%	\$44,615	26.1%	\$31,219	25.5%	\$44,304	24.4%	\$71,952	35.8%	\$39,390	15.3%	\$391,239	24.9%
Unknown	0	0.0%		0.0%	\$120	0.1%	\$275	0.2%	\$4,000	2.0%		0.0%	4,395	0.3%
Total	\$636.746	100.0%	100.0% \$170.625 100.0% \$122.455 100.0%	400.0%	\$177.455	400.0%	\$181.542	100.0%	100.0% \$200.748	100.0%	8257.208	400.0%	700 00% \$1 569 324	100.0%



Figure B-4

Consumer Telephone Survey Results: FSR Expenditures by Vaughan Residents (2009)

		Supern	narket	Conv. & S	pec. Food	Resta	urant	FSR Exp	enditure
		3 moi	nths	3 m	onths	1 m	onth	3 mc	nths
		Qu. 7 Exp	enditure	Qu. 8 Exp	penditure	Qu. 10 Ex	penditure	FSR Expe	enditure
			Column		Column		Column		Column
Node		Sum	Sum %	Sum	Sum %	Sum	Sum %	Sum	Sum %
1	Vaughan Mills & Area	\$71,835	4.7%	\$60	0.1%	\$7,131	13.7%	\$71,895	4.5%
2	400 & 7 Power Centre Node	\$242,841	15.9%	\$3 <i>75</i>	0.5%	\$6,739	12.9%	\$243,216	15.2%
3	Steeles Corridor - West of Dufferin		0.0%	\$120	0.2%	\$735	1.4%	\$120	0.0%
4	Langstaff & Hwy 27	\$126,729	8.3%		0.0%	<b>\$6</b> 20	1.2%	\$126,729	7.9%
5	Woodbridge Village		0.0%	\$810	1.1%	\$550	1.1%	\$810	0.1%
6	Weston Corridor	\$212,277	13.9%	\$6, <i>7</i> 95	9.0%	\$6,766	13.0%	\$219,072	13.7%
7	Sonoma Heights	\$32,310	2.1%	\$7,806	10.3%	\$1,900	3.6%	\$40,116	2.5%
8	Pine Valley Business Park		0.0%	\$1,500	2.0%	\$240	0.5%	\$1,500	0.1%
9	Hwy 7 Corridor - West of Pine Valley	\$32,895	2.2%	\$1,560	2.1%	\$1,452	2.8%	\$34,455	2.2%
10	Other Vaughan - West of Hwy 400	\$75	0.0%		0.0%	\$190	0.4%	\$ <i>75</i>	0.0%
11	Kleinburg		0.0%	\$270	0.4%	\$350	0.7%	\$2 <i>7</i> 0	0.0%
12	Langstaff & Jane Industrial Area		0.0%		0.0%		0.0%	0	0.0%
13	Rutherford Corridor	\$76,950	5.0%		0.0%	\$484	0.9%	\$76,950	4.8%
14	Maple	\$231,030	15.1%	\$12,075	16.0%	\$1,105	2.1%	\$243,105	15.2%
15	Concord		0.0%	\$990	7.3%	\$140	0.3%	\$990	0.1%
16	Thornhill - Promenade & Area	\$289,125	18.9%	\$20,385	27.0%	\$5,566	10.7%	\$309,510	19.3%
17	Steeles Corridor - East of Dufferin	\$18,030	7.2%	\$1,815	2.4%	\$515	1.0%	\$19,845	1.2%
18	Yonge Corridor		0.0%	\$300	0.4%	\$975	1.9%	\$300	0.0%
19	Other Vaughan - East of Hwy 400		0.0%		0.0%		0.0%	0	0.0%
	SUBTOTAL Vaughan	\$1,334,097	87.4%	\$54,861	72.7%	\$35,458	68.1%	\$1,388,958	86.7%
	Centerpoint Mall & Area	\$10,755	0.7%	\$465	0.6%	\$305	0.6%	\$11,220	0.7%
	Dufferin & Steeles	\$66,021	4.3%	\$1,110	1.5%	\$1,115	2.1%	\$67,131	4.2%
	Other Toronto	\$64,170	4.2%	\$13,110	17.4%	\$6,958	13.4%	\$77,280	4.8%
	Hillcrest Mall & Area	\$1,335	0.1%		0.0%	\$745	1.4%	\$1,335	0.1%
	Highway 7 Yonge Power Centre	\$16,320	1.1%		0.0%	\$530	1.0%	\$16,320	1.0%
	Other Richmond Hill	\$8,940	0.6%	\$2,076	2.7%	\$2,990	5.7%	\$11,016	0.7%
	Thornhill Markham	\$8,085	0.5%	\$3,570	4.7%	\$1,662	3.2%	\$11,655	0.7%
	Other Markham	\$7,125	0.5%		0.0%	\$520	1.0%	\$7,125	0.4%
	Brampton	\$6,180	0.4%		0.0%	\$180	0.3%	\$6,180	0.4%
	Caledon		0.0%		0.0%		0.0%	0	0.0%
	Mississauga	\$150	0.0%		0.0%	\$380	0.7%	\$150	0.0%
	Other Ontario	\$2,415	0.2%	\$315	0.4%	\$985	1.9%	\$2,7 <b>3</b> 0	0.2%
	USA	\$450	0.0%		0.0%		0.0%	450	0.0%
	Other Canada		0.0%		0.0%	\$250	0.5%	\$0	0.0%
	SUBTOTAL Outside Vaughan	\$191,946	12.6%	\$20,646	27.3%	\$16,620	31.9%	\$212,592	13.3%
	Unknown	\$300	0.0%		0.0%		0.0%	300	0.0%
	Total	\$1,526,343	100.0%	\$75,507	100.0%	\$52,078	100.0%	\$1,601,850	100.0%

Source: urbanMetrics, 2009



# Figure B-5

VA	UGH	AN I	ELEP	HONE	CONSUMER SURVEY	Fo
	Interviev	ver:			Verified by:	
	Date of	Interview:				
					of Network Research Inc., a market research company. We are conducting	g a survey of people's shopping habits and I w
to ask	you a few o	questions.	I assure you	we are not selling	anything.	
A.	Are yo	ou over the	e age of 19 a	and the primary s	opper in your home?	Interviewer, Please watch Quota - 75% female / 250
		YE	S: GO TO	QUESTION B.		
		NC	: ASK FC	OR SOMEONE WH	O IS AND RE-INTRODUCE.	
В.	In the	last THRE	E MONTHS	, have you done a	ny shopping whatsoever?	
		YE	S: GO TO	QUESTION C.		
		NC	): TERMIN	ATE INTERVIEW.	THIS IS NOT A COMPLETED SURVEY.	
C.	INTER	VIEWER:	Circle the a	appropriate SAMP	LING AREA.	
						Interviewer, Please watch Quota
		Circle				
		Area	FSA	# of Surveys		
		1	L4H-1	80		
		2	L4H-2	76		
		3	L4J-1	92		
		4	L4J-2	139		
		5	L4K-1	2		
		6	L4K-2	51		
		7	L4L-1	71		
		8	L4L-2	109		
		9	L6A-1 L6A-2	141 39		
		10	LbA-2	39		
	INTERVIEV	VER: Plea:	se record da	ata below and con	tinue with survey	
		Г				
	Phone Num	ber:			Postal Code [6 digits]	
	Time Starte	d: _	an	n / pm	Time Finished:am /	om

 ${\it INTERVIEWER:}\ \ {\it Please ensure that information is complete, then proceed to Question 1a.}$ 



1 a)	In the past THREE MON	NTHS, have you shopped in a DEPARTMENT	STORE, such as The Bay, Sears, Zell	lers or Wal-Mart	?		
	Yes	1 [GO TO QUESTION	1 b)]				
	No		2 a)]				
1 b)	What is the name of the	e store and where is it located?			ASK THE	SE QUESTI	ONS TOGETHE
1 c)	About how much did ye	ou spend during the past THREE MONTHS a	t this store?				
	(If Answered Wal-Mart	Super Store for Question 1b) proceed to Que	estion 1d otherwise proceed to Ques	tion 2)	>		
1 d)	What portion of this am	nount was spent on food/grocery items?					
,							
	1 b)	1 b)		2005	1 c)	4	1
	Name of Store	<u>Location</u>		CODE	Amount Spe	ent	Amount Sp
		PLEASE SEE CODES LIST			\$		00 \$
					\$	l,	00 \$
					\$		00 \$
					\$		00 \$
					\$	.0	00 \$
					e		00 \$
					ų.		Ψ
					\$		00 \$
	Other	SPECIFY		99	\$		00 \$
	Other	SPECIFY		99	\$		00 \$
1 e)	Have you shopped at a	ny other DEPARTMENT STORES in the past	THREE MONTHS?				
	IF YES, REPEAT QUES		s often as necessary.				
		7 2) 10 7 0) 42010 440	onen de nocessary.				
2 a)	In just the past THREE	MONTHS, have you shopped at any of the fo	bllowing GENERAL MERCHANDISE st Cir			Cir	rcle
	(i) A Can	adian Tire store	Yes		TO 2 b}		2 [SKIP TO (ii
		ehouse membership Club, such as Costco o		[			2 [SKIP TO (ii 2 GO TO 3
		ar store, variety store or general store?	Yes	[GO	TO 2 b}	NO [	2 GO TO 3
	FOR EACH "YES" RES	PONSE, ASK THE FOLLOWING QUESTIONS	TOGETHER		]		
2 b)	What is the name of the	e store and where is it located?		¬ _			
2 c)	About how much did yo	ou spend during the PAST THREE MONTHS	at this store in TOTAL?	> L	ASK THESE QU	ESTIONS T	OGETHER
	2 b) Name of Store	2 b) Location		J		<u> </u>	2 c) Amount Spent in
		PLEASE SEE CODES LIST				\$	
		. 22.102 022 00020 2101				Γ	
						\$	
						\$	



		THREE WOR	NTHS, have you shopped at any of the following FAS	INON OF ACCES		cle				Circ	le	
	(i)	A clothing s	tore?		Yes	1	[GO :	ТО	3 b} <b>No</b>	2	[SKIF	P TO
	(ii)	A shoe store	e?		Yes	1	[GO :	ТО	3 b} <b>No</b>	2	[SKIF	P TO
	(iii)	A lugguge, l	eather goods, clothing accessory or jewellery store?	?	Yes	1	[GO	ТО	3 b} <b>No</b>	2	GO 1	О
FOR EA	ACH "Y	ES" RESPONS	E, ASK THE FOLLOWING QUESTIONS TOGETHER									
3 b) What is	the na	me of the store	e and where is it located?									
3 c) About h	now mu	ch did you spe	end during the past THREE MONTHS at this store?									
3 b)			3 b)									3 c
Name of	of Store		<u>Location</u> Shopping Centre/Street Location/Com	munity							Amo	unt \$
			PLEASE SEE CODES LIST							\$		
										\$		
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										\$		
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ОТІ	HER		SPECIFY					9	9	\$		
								9	9	\$		
OTH	HER		SPECIFY									
		pped at any oth		IREE MONTHS?								
3 d) Have yo	ou shop		ner FASHION OR ACCESSORY STORE in the past TH			Ponost	this som	ioneo for a		2 0		/i
3 d) Have yo	ou shop	oped at any oth				Repeat t	this sequ	ence for a	II	3 a)	question	1s, (i)
3 d) Have yo	ou shop	AT QUESTION	ner FASHION OR ACCESSORY STORE in the past TH	essary.	,	Repeat i			II	3 a)		
3 d) Have your IF YES,	ou shop	AT QUESTION	ner FASHION OR ACCESSORY STORE in the past TH  3 b) to 3 c) above as often as nece	essary.	,		Circ	cle		3 a)	C	ircle
Have you see that the second of the second o	REPEA	AT QUESTION THREE MONT	ner FASHION OR ACCESSORY STORE in the past TH  3 b) to 3 c) above as often as nece THS, have you shopped at any of the following SPEC ery, book or card shop?	essary.	,	Yes	Circ	cle GO TO	4 b)	3 a)	No C	Circle
Have you see that the second of the second o	REPEA	AT QUESTION THREE MONT Supply, station	are FASHION OR ACCESSORY STORE in the past TH  3 b) to 3 c) above as often as neces  THS, have you shopped at any of the following SPEC  ery, book or card shop?  7, toy, game, art or artist supply store?	essary.	,		Circ	GO TO		3 a)	C	Circle
3 d) Have yo  IF YES,  4 a) In just th  (i) An (ii) A s;  (iii) A s.	ou shop  REPEA  the pass  office s sporting sewing,	at QUESTION  three Montagers  supply, station goods, hobby needlework or	are FASHION OR ACCESSORY STORE in the past TH  3 b) to 3 c) above as often as neces  THS, have you shopped at any of the following SPEC  ery, book or card shop?  7, toy, game, art or artist supply store?  1 fabric store?	essary.	,	Yes Yes Yes	Circ 1 1	GO TO GO TO	4 b) 4 b) 4 b)	3 a)	No No No	2 [1 2 [1 2 [1
3 d) Have you  IF YES,  4 a) In just th  (i) An.  (ii) A s.  (iii) A s.  (iv) A m.	ou shop  REPEA  the pass  office s sporting sewing, musical	THREE MON supply, station goods, hobby needlework or instrument, m	are FASHION OR ACCESSORY STORE in the past TH  3 b) to 3 c) above as often as neces  THS, have you shopped at any of the following SPEC  ery, book or card shop?  7, toy, game, art or artist supply store?  1 fabric store?  usic, CD or tape store?	essary.	,	Yes Yes Yes	Circ 1 1	GO TO GO TO GO TO GO TO	4 b) 4 b)	3 a)	No No	2 [ 2 [ 2 [ 2 [
3 d) Have you  IF YES,  4 a) In just th  (i) An.  (ii) A s.  (iii) A s.  (iv) A m.  (v) A fl.	the past office s sporting sewing, musical lorist, p	THREE MONT supply, station goods, hobby needlework or instrument, m et, pet supply	are FASHION OR ACCESSORY STORE in the past TH  3 b) to 3 c) above as often as neces  THS, have you shopped at any of the following SPEC  ery, book or card shop?  7, toy, game, art or artist supply store?  1 fabric store?	essary.	,	Yes Yes Yes	Circ 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	GO TO GO TO GO TO GO TO	4 b) 4 b) 4 b) 4 b)	3 a)	No No No	2 [ 2 [ 2 [ 2 [ 2 [
3 d) Have yo  IF YES,  4 a) In just ti  (i) An  (ii) A si  (iv) A m  (v) A fi  (vi) A gi	ou shop  REPEA  the past  office s sporting sewing, musical lorist, p gift, nov	at QUESTION  THREE MONT  supply, station goods, hobby needlework or instrument, m et, pet supply elty, souvenir,	are FASHION OR ACCESSORY STORE in the past TH  3 b) to 3 c) above as often as neces  THS, have you shopped at any of the following SPEC  ery, book or card shop?  7, toy, game, art or artist supply store?  1 fabric store?  1 usic, CD or tape store?  1 or swimming pool accessory store?	essary.	,	Yes Yes Yes Yes Yes	Circ 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	GO TO GO TO GO TO GO TO GO TO	4 b) 4 b) 4 b) 4 b) 4 b)	3 a)	No No No No No	2 [2 [2 [2 [2 [2 [2 [2 [2 [2 [2 [2 [2 [2
3 d) Have you IF YES, 4 a) In just the (i) As, (ii) As, (iii) As, (iv) Am, (v) Afl, (vi) Ag	ou shop  REPEA  the pass  office s sporting sewing, nusical lorist, p gift, nov	at QUESTION  THREE MON  gupply, station goods, hobby needlework or instrument, m et, pet supply elty, souvenir,	are FASHION OR ACCESSORY STORE in the past TH  3 b) to 3 c) above as often as nece  THS, have you shopped at any of the following SPEC  ery, book or card shop?  y, toy, game, art or artist supply store?  r fabric store?  usic, CD or tape store?  or swimming pool accessory store?  collectors item or second hand/antique store?	essary.	,	Yes Yes Yes Yes Yes	Circ 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	GO TO GO TO GO TO GO TO GO TO	4 b) 4 b) 4 b) 4 b) 4 b)	3 a)	No No No No No	2 [ 2 [ 2 [ 2 [ 2 [
3 d) Have you IF YES, 4 a) In just the (ii) An (iii) A si (iii) A si (iv) A m (v) A fli (vi) A gi  FOR EA 4 b) What is 4 c) About h	ou shop  REPEA  the past  office s sporting sewing, nusical lorist, p gift, nov	THREE MON supply, station goods, hobby needlework or instrument, m eet, pet supply elty, souvenir, ES" RESPONS me of the store	are FASHION OR ACCESSORY STORE in the past TH  3 b) to 3 c) above as often as neces  THS, have you shopped at any of the following SPEC  ery, book or card shop?  It, toy, game, art or artist supply store?  It fabric store?  In suic, CD or tape store?  In suic, CD or tape store?  In collectors item or second hand/antique store?  In E, ASK THE FOLLOWING QUESTIONS TOGETHER  In and where is it located?  In and during the past THREE MONTHS at this store?	essary.	,	Yes Yes Yes Yes Yes	Circ 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	GO TO GO TO GO TO GO TO GO TO	4 b) 4 b) 4 b) 4 b) 4 b)	3 a)	No No No No No	2 [2 [2 [2 [2 [2 [2 [2 [2 [2 [2 [2 [2 [2
3 d) Have you IF YES,  4 a) In just the (i) An (ii) As (iii) As (iv) A m (v) A fl (vi) A gi  FOR EA.  4 b) What is  4 c) About h  4 b)	ou shop  REPEA  the past  office s sporting sewing, musical lorist, p gift, now	at QUESTION  THREE MON  goods, hobby needlework or instrument, m et, pet supply elty, souvenir, ES" RESPONS me of the store ch did you spe	are FASHION OR ACCESSORY STORE in the past TH  3 b) to 3 c) above as often as neces  THS, have you shopped at any of the following SPEC  ery, book or card shop?  y, toy, game, art or artist supply store?  rfabric store?  usic, CD or tape store?  or swimming pool accessory store?  collectors item or second hand/antique store?  E. ASK THE FOLLOWING QUESTIONS TOGETHER  e and where is it located?  end during the past THREE MONTHS at this store?  4 b)	essary.	,	Yes Yes Yes Yes Yes	Circ 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	GO TO GO TO GO TO GO TO GO TO	4 b) 4 b) 4 b) 4 b) 4 b)	3 a)	No No No No No	2 [1] 2 [2] 2 [2] 2 [2] 2 [3] 4
3 d) Have you IF YES,  4 a) In just the (ii) As (iii) As (iii) As (iv) Arm (v) Arm (vi) Arg (vii) Arg (vii) Arg (viii) Arg (viiii) Arg (viiiii) Arg (viiiiii) Arg (viiiiii) Arg (viiiiii) Arg (viiiiii) Arg (viiiiii) Arg (viiiiii) Arg (viiiiiii) Arg (viiiiiii) Arg (viiiiiiii) Arg (viiiiiiiii) Arg (viiiiiiiii) Arg (viiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiii	ou shop  REPEA  the past  office s sporting sewing, musical lorist, p gift, now	at QUESTION  THREE MON  goods, hobby needlework or instrument, m et, pet supply elty, souvenir, ES" RESPONS me of the store ch did you spe	are FASHION OR ACCESSORY STORE in the past TH  3 b) to 3 c) above as often as neces  THS, have you shopped at any of the following SPEC  ery, book or card shop?  It, toy, game, art or artist supply store?  It fabric store?  In suic, CD or tape store?  In suic, CD or tape store?  In collectors item or second hand/antique store?  In E, ASK THE FOLLOWING QUESTIONS TOGETHER  In and where is it located?  In and during the past THREE MONTHS at this store?	essary.	,	Yes Yes Yes Yes Yes	Circ 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	GO TO GO TO GO TO GO TO GO TO	4 b) 4 b) 4 b) 4 b) 4 b)	3 a)	No No No No	



5 ->	la tha man TUREE MANEUR	the fell is the fell in the property of	NT OUTDOOR HOME OF	IDDI IEC -1			
5 a)	in the past THREE MONTHS	, have you shopped at any of the following HOME IMPROVEME		JPPLIES stores Sircle			Circle
	(i) A home improvement co	entre or hardware store?	Yes	1 GO TO	5 b)	No	2 [Sk
	(ii) A paint and wallpaper s	tore?	Yes	1 GO TO	5 b)	No	2 [SK
	(iii) Other building material an	d home supply stores, including plumbing and electrical supply store	s? Yes	1 GO TO	5 b)	No	2 [SK
	(iv) A nursery or garden cer	ntre?	Yes	1 GO TO	5 b)	No	2 GC
5 b)	WIL-4 i- di	or and others to it leasted 0					
5 b)	What is the name of the stor	e and where is it located?	_ [	ASK THESE	QUESTIONS	TOGETH	ER
5 c)	About how much did you sp	end during the past THREE MONTHS at this store?					
	5 b)	5 b)					5 c)
	Name of Store	Location				Amou	int Sper
		Shopping Centre/Street Location/Communi	ty	Office Use	۱ .		
		PLEASE SEE CODES LIST			\$		
					\$		
					\$		
					<u> </u>		
					1		
					\$		
					\$		
					\$		
	OTHER	SPECIFY		99	\$		
	OTHER	SPECIFY		99	\$		
5 d)	Have you shopped at any ot	her BUILDING or OUTDOOR HOME SUPPLY store in the PAST	THREE MONTHS?				
	IF YES, REPEAT QUESTION	5 b) to 5 c) above as often as necessary.	Repeat this se	quence for all	5	a) quest	ions, (i)
	NTERVIEWER: THE FOLLOW	VING QUESTION IS FOR SHOPPING HABITS IN THE PAST SIX I	MONTHS				
		THE TAST GIVE					
6 a)	In just the past SIX MONTHS	S, have you shopped at any of the following HOME FURNISHING		Nine I -			0:1-
	(i) A furniture store, ap	plicance store, TV or electronics store?	Yes	1 GO TO	6 b)	No	Circle 2 [Sk
							ΠŤ

1 GO TO

1 GO TO

1 GO TO

6 b)

No

No

Yes

Yes

6 b) What is the name of the store and where is it located?

6 c) About how much did you spend during the past SIX MONTHS at this store?

(iii) A lighting, floor covering, or window covering store?

(ii) A camera, photographic supply, or computer and software store?

(iv) A kitchen, tableware, bedding, linen or picture frame and print store?

FOR EACH "YES" RESPONSE, ASK THE FOLLOWING QUESTIONS TOGETHER



INTERVIEWER: THE FOLLOWING QUESTIONS ARE FOR SHOPPING HABITS IN THE PAST MONTH

7 a)	In just the past MONTH, have	you shopped at any SUPERMARI	KETS?					
	Yes1	[GO TO QUESTION	7 b)]					
	No2	[SKIP TO QUESTION	7 b)] 8 a)]					
		E, ASK THE FOLLOWING QUESTI						
7 b)	What is the name of the store	e and where is it located?			) [A	SK THESE QU	FSTION	IS TOGETHER
7 c)	About how much did you spe	end during the past MONTH at this	s store?		} -	OK MEGE 40		o roozmen
	7 b)	;	7 b)					7 c)
	Name of Store	Loca Shanning Co	tion ntre/Street Location/Commu	nit.		Office Use		Amount Sper
		Shopping Ce	nii e/Sireer Location/Commu	riity		Office Ose		
		PLEASE SEE CODES I	LIST				\$	
							\$	
							\$	
							·	
							\$	
							\$	
							\$	
							\$	
							Ф	
	OTHER	SPECIFY				99	\$	
	OTHER	SPECIFY				99	\$	
7 d)	Have you shopped at any oth	ner SUPERMARKET or GROCERY	store in the PAST MONTH?	7				
	IF YES, REPEAT QUESTION	7 b) to 7 c) abo	ve as often as necessary.					
8 a)	In just the past <u>MONTH</u> , have fruit markets?	you shopped at any other grocer	y stores or other specialty	food stores, such as ba	keries, delis	, meat shops,	conveni	ence food stores
	Yes	Circle 1	8 b)]					
	No	2 [SKIP TO QUESTION	3 a)]					
8 b)	What is the name of the store	e and where is it located?		$\neg$				
8 c)	About how much did you spe	end during the PAST MONTH at the	is store in TOTAL?	L		ASK THESE Q	UESTIC	NS TOGETHER
,	, ,	ū						
	8 b)	8 b)		ر 		8 c)		8
	Name of Store	<u>Location</u> Shopping Centre/Str	reet Location/Community	<u>Code</u>	Amount Sp	pent in Total		Amount Spent o
		PLEASE SEE CODES LIST			\$		.00 \$	
					\$		.00 \$	



9 a)	In just the past MONTH, have you sho	opped at any of the following PHARMACIES or PI	ERSONAL CARE stores?		
			Circ	cle	Circle
	(i) A pharmacy or drug store?		Yes 1	GO TO 9 b)	No 2 [Sk
	(ii) A health nutrition store?		Yes 1	GO TO 0 b)	No 2 [Sk
	(iii) A cosmetics, beauty supply of	r perfume store?	Yes 1	GO TO 9 b)	No 2 [Sk
	(iv) An optical goods store?		Yes 1	GO TO 9 b)	No 2 GC
	FOR EACH "YES" RESPONSE, ASK	THE FOLLOWING QUESTIONS TOGETHER		]	
9 b)	What is the name of the store and wh	ere is it located?	)		
			ASK	THESE QUESTIONS TO	OGETHER
9 c)	About how much did you spend during	• .	J		9 c)
	9 b) <u>Name of Store</u>	9 b) <u>Location</u>			9 c) <u>Amount Sper</u>
		Shopping Centre/Street Location/Com	nmunity	Office Use	
		PLEASE SEE CODES LIST			\$
		TELAGE GEE GODEG EIGT			
					\$
					\$
				<del>                                     </del>	\$
					\$
					\$
					\$
	OTHER	SPECIFY		99	\$
	OTHER	SPECIFY		99	\$
9 d)		nacy or personal care store in the PAST MONTH	?		
	IF YES, REPEAT QUESTION	9 b) to 9 c) above as often as necessar	ry. Repeat this sequ	uence for all	9 a) questions, (i)
10 a)	In the past MONTH, have you dined a	t a RESTAURANT [Including Full Service Restau	rants (sit down restaurants) AND	Limited Service Restau	rants (fast food resta
	Yes1 <b>[GO T</b>	O QUESTION 10 b)]			
10 b)	No2 [SKIP What is the name of the restaurant ar	TO QUESTION 11 a)] and where is it located?	<u> </u>		
10 c)	About how much did you around durin	ng the past MONTH at this restaurant?	ASK	THESE QUESTIONS TO	OGETHER
10 0)	About now much did you spend durin	ig the past MONTH at this restaurant?	ل		
	10 b)	10 b)			# c)
	Name of Restaurant	Location Restaurant/Street Location	n/Community	Code	Amount Spent
		SE SEE CODES LIST		\$	
	FLEA	52 522 665E6 E161		9	
				\$	
				\$	
				\$	



#### THESE NEXT FEW QUESTIONS ARE ABOUT YOUR VIEW ON EXISTING SHOPPING FACILITIES IN THE CITY OF VAUGHAN

### 11 How would you describe the following in terms of their availability to you in the City of Vaughan?

- (i) Big Box Retail (such as those at Highway 7/Highway 400)
- (ii) Enclosed Shopping Malls (such as Vaughan Mills or the Promenade)
- (iii) Convenience/Neighbourhood Scale Retailers
- (iv) Pedestrian Retail Areas (Such as Woodbridge Village or Kleinburg)
- (v) Retail Accessible by Transit

Too Many	Just Right	Not Enough
1	2	3
1	2	3
1	2	3
1	2	3
1	2	3

## 12 a) Have you visited any of the following pedestrian retail areas in the past year?

		Circle				Circle			
(i)	Kleinburg	Yes	1	GO TO	12	b)	No	2	[SKIP TO (ii)]
(ii)	Woodbridge Village	Yes	1	GO TO	12	b)	No	2	[SKIP TO (iii)]
(iii)	Yonge Street in Thornhill	Yes	1	GO TO	12	b)	No	2	GO TO 13

b) How did you travel to [(i), (ii), or (iii)] the last time you visited there? [DO NOT READ LIST]

	Circle One
Car	1
Walk	2
Transit	3
Bike	4
Other (Specify)	5

c) lam going to read out a list of descriptions and after each one please give it a score from 1 to 10. A score of "1" indicates you feel the description does not descri (iii)] at all and a score of "10" indicates you feel the description describes [(i), (ii), or (iii)] very well. [(i), (ii), or (iii)] is READ ATTRIBUTE ...?

READ OUT ITEMS ONE AT A TIME AND CIRCLE AN ANSWER BELOW. ROTATE ORDER

	READ OUT THEMS ONE AT A TIME AND CIRCLE AN ANSWER BELOW. ROTATE ORDER										
	Attribute	Does not Describe at all				Describes very well					
(i)	A shopping area for people like me	1	2	3	4	5	6	7	8	9	10
(ii)	A good place to take visitors from out-of-town	1	2	3	4	<b>4</b> 5	6	7	8	9	10
(iii)	A good place to visit in the evening	1	2	3	4	5	6	7	8	9	10
(iv)	Convenient for me to visit	1	2	3	4	5	6	7	8	9	10
(v)	A good place to go for lunch or dinner	1	2	3	4	5	6	7	8	9	10
(vi)	A place with good selection of goods and services	1	2	3	4	5	6	7	8	9	10

Don't Know
0
0
0
0
0
0

.. \$

13)	How many p	ersons live i	n your household?

ENTER NO.

#### 14 ) In which of the following age groups are you?

#### [READ LIST]

Circ	ile One
Under 25	1
25-34	2
35-44	3
45-54	4
55-64	5
65 and over	6
REFUSED [DO NOT READ]	7

INTERVIEW COMPLETED WITH:	PLEASE RECORD			
Male primary shopper		1		
Female primary shopper		2		

THANK YOU VERY MUCH FOR YOUR TIME AND CO-OPERATION

