



Why complete this survey?

Equipped with the direct feedback from this community based survey enables the Town of Iroquois Falls to target and attract popular future retail or service opportunities. Any merchant or potential merchant/service provider considering improving or expanding their business, starting a new business, or focusing on offering a new retail commodity could also benefit from the information contained within this report.

Deadline for submission Friday June 1st, 2018

One survey per household please

Return in person or mail to:

**Chamber of Commerce
723 Synagogue Avenue
P0K 1G0**

~ OR ~

**Town of Iroquois Falls
253 Main Street
P0K 1E0**

OUT OF TOWN - IN PERSON SHOPPING

Do you and/or members of your household shop out of town?

Yes No

How many members of your household shop out of town?

1 2 3 4 5 6 More than 6

How often do members of your household shop out of town?

Daily Weekly Monthly Annually

How much do members of your household spend shopping out of town monthly on average?

\$100-299 \$300-499 \$500-699 \$700-999 More than \$1000

ONLINE SHOPPING

Do you and/or members of your household shop online?

Yes No

How many members of your household shop online?

1 2 3 4 5 6 More than 6

How often do members of your household shop online?

Daily Weekly Monthly Annually Never

How much do members of your household spend shopping online monthly on average?

\$100-299 \$300-499 \$500-699 \$700-999 More than \$1000

Why do members of your household shop out of town or online? Check all that apply.

- | | | |
|---|---|---|
| <input type="checkbox"/> For the selection | <input type="checkbox"/> For the (customer) service | <input type="checkbox"/> For better (store) hours |
| <input type="checkbox"/> For product availability | <input type="checkbox"/> For lower prices | <input type="checkbox"/> For the convenience |

OUT OF TOWN AND ONLINE SHOPPING CATEGORIES

Please estimate how much do members of your household spend shopping online and out of town monthly on average on the following:

Motor vehicles and parts.....	\$_____	.00
Furniture and home furnishings.....	\$_____	.00
Electronics and appliances.....	\$_____	.00
Building material and garden equipment and supplies.....	\$_____	.00
Food and beverage.....	\$_____	.00
Health and personal care.....	\$_____	.00
Gasoline.....	\$_____	.00
Clothing and clothing accessories.....	\$_____	.00
Sporting goods, hobby supplies, books and music.....	\$_____	.00
General merchandise	\$_____	.00
Non-store retail.....	\$_____	.00
Electronic and mail order houses.....	\$_____	.00

What type of business or businesses are missing in Iroquois Falls that you and/or members of your household would like to see started here? Please indicate your priorities:

1st priority.....

2nd priority.....

3rd priority.....

4th priority.....

Any comments or suggestions:

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THANK YOU!