

Downtown Consumer Survey -- REPORT August 2006

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Objectives

- Determine consumer demographics and needs so we can better market to them
- potentially discern, through consumer opinion of what retailers are utilized and what is needed in the Central BIA, opportunities for new business recruitment
- sample consumer opinion on what potential brands or specific stores are needed or are in higher demand than is being met by current businesses
- general consumer concerns, attitudes, what is valued about shopping downtown, issues with downtown, safety concerns, etc
- assess consumer attitudes of downtown parking availability

Methodology

Our survey was conducted between Wednesday August 9th and Tuesday August 15th, 2006. We created three time periods, between 9am-12pm, 12pm-4pm, and 4pm-8pm, each in which approximately thirty to forty-five minutes of surveying would be administered. We created four zones in the downtown area for surveying, and each zone was hit twice in each time period over the course of the week. All four zones were hit on both Saturday and Sunday with the intent of increasing standardization and validity. Zone 1 included Riverside Park, from the Uji Gardens to the area around the 2141 Heritage Railtour. Zone 2 included the 200, 300 and 400 blocks of Victoria Street. Zone 3 focused on the 200 and 300 blocks of Seymour and St Paul, including St Andrews on the Square and Kamloops Square. Zone 4 encompassed the 400 to 700 blocks of Seymour, and the 400 and 500 block of St Paul including the city bus station, while also including the YMCA/YWCA and surrounding area on the corner of 4th Ave and Battle Street.

The reason for creating zones and time periods was based around allowing for as wide and diverse a range of our downtown demographic as possible. If our entire sample was taken in one specific location (for instance, Riverside Park), then findings would be skewed and catering more to those people who come to said specific location and utilized said locations' amenities and offerings. Thus, we found that it would be important to sample at different times, and in different areas or regions of the downtown. A possible fault with this study could be that the time periods and zones determined were not created in direct or continuous consultation with business professionals or consulting firms.

Day selection for time periods and zones was done randomly with a few minor exceptions. No zones were hit in the Sunday morning time period (9am-12pm) because we work from 12pm-6pm on Sundays. Secondly, we made sure that each zone was sampled twice in each time period for a total of six sampling sessions per zone. Thirdly, as mentioned earlier, each zone was sampled on Saturday and Sunday. To fit

the seven-day period utilizing this method of sampling, we had some days where a time period had no samples taken, but we made sure that no day had more than one empty time period in it.

Procedure (as given to all CAP Team members):

Walk together or on opposite sides of the street when surveying, but let one ambassador dedicate his or her time to surveying while the other ambassador pays more attention to patrolling.

Give the survey participant the choice of filling out the survey himself or herself or letting you do it. The reason for this is that though it is easiest to let the participant do it, and more efficient time-wise, some people (the elderly, mothers perhaps holding their children's hands, etc) are either predisposed or unable to fill out the survey themselves.

Be sure to ask them to take the survey first, explaining that we are downtown ambassadors administering a survey to help create a better downtown, or something of the like. Offer the Old Fish Steakhouse/DQ coupons in the second part of your approach statement. Only give ONE coupon to each participant.

Always be watchful and helpful, as many questions may arise. Be perceptive when participants are doing the survey, read their furrowed brows and offer explanations at length.

Be sure to note the gender of the participant with a capitalized "M" or "F" on the top right corner of page 1 of the survey. Do not ask them their gender.

Circle the time period in which the survey was taken, as listed in the top right corner of page 1 of the survey.

Once the survey is complete, jot down their first name only, and phone number, on a separate sheet of paper, and explain to them that it's for a draw to receive a free dinner at Robbie's Restaurant.

Spend the 30 minutes allotted on the surveying, and take more time as needed, but try not to spend more than 45 minutes to an hour on a given survey shift.

Be sure to stay in the zone designated for that time period.

Try to avoid RMR tourists, but frequent visitors may be used in the analysis.

Analysis

We worked in conjunction with David Wise from NDLEA Consulting on this project, as David served as an advisor/someone to consult with (how fitting) regarding the conceptualization and operationalization of this survey. David gave us the idea to simply ask for participants' postal codes, as he is in possession of a program that identifies residential regions according to postal code.

Initial analysis:

Kamloops Residents: 86%

Others: 14%

Kamloops region:

Indian Band - 3%

Downtown & Valleyview - 35%

North Shore & Westsyde - 22%

Sahali & Rose Hill - 17%

Aberdeen - 8%

Interestingly enough, these findings seem to indicate that the downtown receives quite a lot of visitors from the North Shore, whereas Aberdeen residents seem to be present downtown in far less frequent numbers. One could hypothesize that the downtown is not marketing its businesses, parks and other amenities to Aberdeen residents as well as we do with North Shore residents. Perhaps this also shows the magnitude with which the gauntlet of big box stores that lie between the Aberdeen residential area and the downtown prevent consumers from taking their business any farther down the hill.

An idea here might be to figure out ways of specifically targeting the Aberdeen area with advertising and promotion of the downtown. Large promotional billboards or placards near busy intersections in the high-density traffic corridors along Columbia, Summit, Notre Dame, McGill, and Hugh Allan, to name just a few, might serve to increase awareness of the downtown. However, this method may be ineffective and simply become an unsightly clutter adding to arterial transit veins that are already becoming increasingly congested.

Further studies could also look into the demographics of Aberdeen residents. Are there more higher-income residents in Aberdeen than the North Shore? If so, what caters the downtown to more middle- and lower-income families from the North Shore? Or, do these findings run parallel to population statistics, so that Aberdeen only makes up around 8 to 10 percent of Kamloops' population? These are all questions that may need to be asked in more in-depth and specified studies taken in the future.

The second question on the survey asked where participants worked. Downtown, as expected, was the highest percentage, at 34%. This question is perhaps flawed, in that another 34% said "Other" even though there was an "Out of Town" option. For the third question, over a third of respondents fit into the 41-65 age bracket, which is probably in line with population statistics, as the baby boomer generation makes up the largest population group. Of note is that 21% of respondents were from the 19-25 age group, which was only slightly less than the 26% of respondents between the ages of 26-40. This shows there is a significant market downtown for young people. A Flaw here could perhaps be that young people were more easily approachable for our CAP Team researchers, who are all between the ages of 18 and 26.

Question 4 asked what was the primary reason for people to come downtown. Participants were allowed to check all answers that applied, and most people checked more than one. The nearly half that answered "[to] shop," is a good sign for business owners, but it is also encouraging to see that many people attend downtown events or come downtown for exercise. This shows that our large variety of events and activities that help to promote the downtown, and make it a more exciting and enjoyable place to be, are working. Over a third of respondents stating that they walk or exercise downtown shows that the downtown is a good place for leisure activities and that the parks must be working well in drawing people into the downtown core.

This question had an "Other" category attached to it, where respondents could write in what they came downtown for. "Study" and "Live [downtown]" were the two most popular answers. "Eat" and "Coffee/Tea" were also popular. For leisure activities, when combining the responses of "Beaches," "Parks" and "Riverside," this was the most common selection aside from "Study." Again, tying this in with the fact that over a third of respondents said that they come downtown to walk or exercise, shows the utility of our wonderful downtown parks.

The fifth question was similar, but focused more specifically on which businesses people utilize when they come downtown. "Restaurants/Pubs" was the most popular answer, with over three-quarters of respondents including this choice in their selections. "Banks" was the second most common selection, with 60% of respondents. This is somewhat disturbing now that we are losing the Bank of Montreal. The loss of the Bank of Montreal from downtown has been a heated topic, and many respondents expressed verbal distress on this issue. How much business does downtown stand to lose when the Bank of Montreal moves up the hill? What is being done to ensure that we do not lose those residents of the city who can now attend to all

their banking needs elsewhere? These are important questions that need to be asked if we are to prevent a perceivable downturn in our downtown workday population.

Over a third of respondents stated that they come downtown to do their grocery shopping. This number should increase even more so once Cooper's arrives in the new Lansdowne Village. It is interesting to note that the number of participants who stated that they utilize grocery stores when downtown is the same percentage as those who are residents of downtown (35%). Entertainment was a selection by more than half of respondents, which again indicates that downtown is doing well in promoting its events and activities. Even though Riverside Park is not a business, this was again a selection in the "Other" category where people could list what specific businesses they came downtown to utilize.

The sixth question was particularly telling and showed where trends began to emerge. This question asked what people would like to see more of downtown. Multiple selections were again allowed. Nearly half of respondents included "Specialty Stores" in their selections. Roughly a third included "Fine Dining," while around a quarter included, respectively, "Residential Housing" and "Boutiques." The only other relatively significant selection was the 18% who chose "Pub/Bar/Club." We placed "Big Box Store" as an option, which 4% of people included in their selections. However, this was greatly outweighed by the large number of people who either voiced verbal concern with us even having that as a selection on the survey, or went so far as to write comments like "NO BIG BOX" right on the survey.

The interesting part here was in the "Other" category though. There seems to be an appreciation for, or desire to have more "green space" in the downtown. People expressed that they like Victoria Street with its trees and benches, but Seymour and Lansdowne are ugly and not desirable places to walk or spend time. When combining the responses of "green space," "benches," "rest area for elderly," "trees," "bike trails," and perhaps even "soccer field," we see an overwhelming desire to make the whole of downtown more leisure-conducive. Respondents repeatedly expressed that they want to stop and rest and browse and shop at a slower, more relaxed pace downtown than they do around the big box stores in Sahali and Aberdeen. Looking back to some of the questions already analyzed, there appears to be a trend here that shows that many people come downtown for leisure activities in the parks or to be part of the relaxed, social downtown atmosphere.

A recommendation of this study would be that downtown needs to embrace this appreciation, and work to make, in particular Lansdowne and Seymour, more complementary to Victoria St. in terms of beautification and green space. Perhaps what is needed is an Urban Trail system, replete with benches, rest areas, trees providing shade, and bike trails that run throughout downtown and link up to the Rivers Trail. This is done to great effect in Flagstaff, Arizona. The trails are hard-packed dirt, and require little maintenance in semi-arid desert towns like Flagstaff or Kamloops.

This could work in accordance with recent health initiatives put in place by our current Liberal provincial government. Perhaps provincial or federal funding could be garnered for such a project if the case were presented in such a manner. This would not only increase the quality of life in the downtown and for all Kamloopsians; it would also serve to draw more residents to our downtown, and make it more appreciable to tourists, including the approximately 90,000 we draw in every summer on the RMR (Rocky Mountain Railtour). More people drawn downtown means more consumers for downtown businesses and merchants. Less RMR tourists that go straight to their hotels or to Two River Junction means more time and money spent in our downtown and Kamloops as a whole.

The only other point of note here would be that respondents also voiced they would like to see more grocery stores/Safeway downtown. Hopefully the addition of Cooper's will address these concerns.

The next question asked where people shopped. Since the location of this survey was downtown, it is no surprise that "Downtown" was selected by almost three-quarters of respondents. "Aberdeen" was selected by 70% of respondents, in comparison to 49% for "Sahali" and 28% for the "North Shore." This

indicates that perhaps the downtown needs to market itself more heavily not just to Aberdeen residents or in high-volume transit corridors, but perhaps right in Aberdeen Mall and Aberdeen Village. This may be difficult with big box stores, as most, when approached simply to put up Hot Nite in the City posters in their stores back in July, refused.

The next question asked respondents what store, merchandise, product or brand not currently downtown they would like made available. "Grocery stores" appeared on a few surveys, and this included a request for a food store on 1st Ave, a request for a deli, and a request for "better grocery stores," as one respondent put it. The GAP also came in a few times. American Eagle and LuluLemon appeared more than once, as did the need for a stationary store and a sporting goods store.

Perhaps the most significant need is for an outdoors store, which when combined with the multiple responses requesting a Mountain Equipment Co-Op, the request for Valhalla to return, and the request for "clothing geared to active wear but not 'frilly,'" significantly outweighed all other responses. A store of this kind is severely lacking from the downtown, and when combined with the 47% of respondents who said they would like to see more specialty stores, this becomes a definite trend in the survey results.

Even though it was technically not applicable in the response to this question, people still voiced the need for "more trees," "pedestrian friendly services," and "non-motorized street access connecting the outside quarters to the downtown (bike paths)." Bike rentals were another expressed need on this survey, and this was also a repeated concern that the downtown ambassadors came across many times during summer patrols.

The next question asked respondents what their primary mode of transportation was when they came downtown. 58% answered "Automobile," while a surprising 40% included "Walk" in their selections. Again, these results could be skewed because the question was not worded clearly enough. One may drive downtown, park, and then choose to walk around downtown all day, either to and from their business and to lunch, or for leisure, or to visit friends, or to take in entertainment, etc. So this question could be interpreted to be asking "Once you get downtown, what is your primary mode of transportation?" The question should have specifically been worded to say "What is the mode of transportation you use to get to downtown?"

However, these results could potentially be valid. People who live downtown appear to come to the downtown business area in greater numbers than people from other areas. 35% of our respondents were downtown residents, so it could be that 40% of respondents said they primarily walk when they come downtown.

21% of respondents said they take the bus. It will be interesting to note whether this number goes up once the new transit exchange in Lansdowne Village is completed. Another surprising statistic was the 18% of respondents who said their primary mode of transportation when they come downtown is a bicycle.

This question had an addition to it which asked where people parked if they answered "Automobile" in the previous part. Multiple responses were again allowed. 60% said "Street," while 20% said "Parkade," and just under 30% said they parked in a lot. Could this indicate that people are wary of parkades, or unaware of how much they cost or the available parking that exists within them? Perhaps some sort of awareness campaign as to the parking that readily exists in parkades and lots would help combat the perception that we have a parking problem downtown.

The next question was again telling, and runs counter to the general public perception that we have a "parking problem" downtown. When asked how far they would be willing to walk from where they parked to their downtown destination, the highest percentages stated that they would be willing to walk from, respectively, "3-5 blocks away" (33%) or "anywhere downtown" (35%). Roughly one-quarter said "1-2 blocks away." 3-5 blocks can take one from Victoria Street up to St. Paul and Battle, where there is ample parking for the 60% of respondents who choose to park on the street. For the 20% who choose to

park in a parkade and the 30% who choose to park in a lot, this covers the Lansdowne and Seymour Parkades, the Riverside parking lots, the free underground secure London Drugs parking, and the Scoops parking lot, amongst others, all of which always have available parking in them. It appears that there may be some miscommunication or lack of awareness about parking in the downtown, but that there is no real parking problem preventing consumers from coming downtown to utilize business and merchants.

Again, there could be a potential flaw in the question. "How far would you be willing..." is a lot different than "How far would you like to..." or "How far would you prefer to..." The term "willing" almost implies that, if absolutely necessary, parking farther away could be done, but this is not the preference of the consumer. So again, there is discrepancy in the results based on the terms used in questioning.

The next question asks how many times a week respondents came downtown. 26% said they come downtown two or less times a week, while 34% said they come downtown 3-5 times a week, and 40% stated that they come downtown five times or more per week. We also asked a question about how much, on average, the respondents spend when they come downtown. 12% said they spend less than \$10 when they come downtown, 32% said they spend between \$10-25, 39% said they spend between \$25-50, and 13% said they spend between \$50-150. Predictably, only 5% said they spend more than \$150 dollars when they come downtown.

In total, 44% of respondents spend \$25 or less when they come downtown. This could be a sign for stores that carry only high-end product to have cheaper fare to cater to these consumers that they could potentially be missing out on. Of the respondents who come downtown from 3 times a week to more than 5, 70 out of 106 spend between \$10 and \$50 every time they come downtown. This shows that our frequent downtown consumer base does actually spend money, and that respondents were not simply transients or the homeless, but actual consumers who contribute to the downtown economy. Though this does not help to increase the validity of the study, it does not detract from it either, and it certainly increases the relativity of it to downtown business owners. The only aspect that takes away from the validity is that respondents may have felt pressured to put down that they spend more money than they actually do, since the survey was administered by downtown ambassadors who are employed by the Central Business Improvement Association.

An interesting result was found in a question asking the days in which people shopped. More than response was allowed. Although "No preference" did draw in the substantial majority at 61%, Friday, Saturday and Sunday were the three biggest shopping days. What is interesting here is that Sunday, at 16%, drew in more than Monday through Thursday, with only Friday, at 20%, and Saturday, at 29%, being bigger shopping days. This could be a sign for the many store owners downtown who close their doors on Sundays to stay open, as they may be missing out on a potentially decent business day. Though it is true that the downtown streets appear more vacant on Sundays, if the community felt that downtown merchants were open for business on this day, then perhaps downtown would see a bit more consumer traffic.

The next question asked what times respondents were involved in activities downtown other than work. Multiple answers were allowed here. This question was unsuccessful in that respondents tended to select so many responses that every time period featured a significant amount of selections, with the lowest being the "Early Morning" option from 6-9am, which was still picked by 22% of respondents. The "Early Evening" option from 6-9pm had the highest numbers, with 47% of respondents including this time period in their selections. This could be due to Music in the Park, dinner at one of our fine downtown establishments, evening strolls in the parks, or any number of reasons. Possibly the only hypothesizing that can be done here is that perhaps merchants should try to keep their businesses open a little later on in the evening. Again, this is not necessarily a valid recommendation, as many people come downtown at night specifically for dinner or drinks, and the establishments that provide these services are already open at

these times. Music in the Park is another major draw, but this does not mean that the downtown business streets themselves see a large increase of pedestrian traffic during these events.

The next question asked which paper people read. Multiple responses were again allowed. 64% of respondents included the Kamloops Daily News in their selections, 51% included the Kamloops This Week, 18% included the Echo, while 7% included Off-Center, and 20% stated they don't read newspapers. We should have left an "Other" option here for people who read the Globe and Mail, Province, New York Times, or other papers. However, none of these larger papers feature advertising or stories on events in downtown Kamloops anyways, so it would have been largely irrelevant. What the results do show is that a lot of people coming downtown do read the Daily News or the This Week. This indicates that these papers are a good source of promotion for downtown events and merchant promos and advertising. The Echo, with its limited distribution in relation to the other major papers, and yet still being read by 18% of respondents shows that it is becoming an increasingly effective media outlet as well.

The question of radio stations listened to followed, and here all the major stations appeared popular, with the River, at 48%, leading the way. CIFM was included by 36% of respondents in their selections. B100 was included by 27%, while NL followed closely with 25%. The X garnered 5%, which is still decent considering it has not yet boosted its signal. Those numbers should be expected to go up substantially once the X is citywide. CBC was included by 21% of respondents, but since the CBC does not do promotions or advertising, this is not relevant for the downtown business community. Only 15% of people selected "none of the above," which seems to indicate that perhaps more people listen to the radio than read the papers, since 20% stated they didn't read the newspapers listed. All of the major radio stations appear to be effective platforms for advertising and promoting events, sales, new store openings, and new products.

The final question dealt with the perception of safety in the downtown. A combined 79% stated that they felt either "very safe" or "safe" downtown. A further 13% feel "somewhat safe," 7% are "a little concerned," while only 1 respondent "[did] not feel safe." This shows that the steps being taken downtown to make people feel safer on the streets are working. Programs put in place by the KCBIA like our CAP Team program, the increased RCMP presence in the downtown including Mark Price and the Beat Patrol, and even more tourist-oriented groups like the Kamloops Mounted Patrol, are helping to make our downtown a safer place to be. Our actual effectiveness (as a CAP Team member) in making the streets safer may not actually be that much.

However, it is the perception of safety that counts. In that regard, it is my belief that we are helping to create a more positive downtown. A rising tide lifts all boats, and the downtown business economy seems to be going strong. This is perhaps the greatest contributor, not to the perceptions of safety that most respondents seemed to have, but to the reality of safety that exists on our streets. Downtown is a markedly different place than it was even five years ago. Lansdowne Village is transforming a derelict mall into something new and vital. The restoration of the Plaza a few years back helped transform Victoria Street. Fresh, new businesses and young, ambitious new business owners and merchants are revitalizing our city. Programs like the CAP Team are vital in making sure all the small little details out on the streets are taken care of, and that the whole "ship" that is downtown is running smoothly. Many people have voiced their desire to have the CAP Team become a year-round program. Many downtown employees have expressed a desire to have us provide our Safe Walk program in the winter months when it is dark by the end of the workday. It is thus a final recommendation of this report that the CAP Team exist in some capacity year-round.

Summary

This study is more about asking questions and stimulating thinking than providing answers. Aside from the objectives listed above in this report, it is the intent of this study to take a decent survey sample, look for trends, and hypothesize. The file for the Excel spreadsheet printoff attached is available in the KCBIA office, and different combinations of variables can be mulled over at the convenience of the reader.

As noted, there appears to be a desire for more benches, trees, rest areas for the elderly, bike trails, and green space. Combined with the great appreciation voiced by respondents about Riverside Park, it is a recommendation herein that Council look for ways to take the ambience present in the parks, on the Rivers Trail, and on Victoria Street, and spread that around to the rest of downtown, in particular to Lansdowne and Seymour.

The concern for a grocery store, or a better grocery store, a food store on 1st ave, or a deli, will hopefully be assuaged by the arrival of Cooper's. It would be interesting to conduct this same survey again next year, and see if respondents are happy with their downtown grocery options.

Respondents repeatedly voiced the need for some sort of outdoors store downtown. The loss of Valhalla was lamented by many. Since there is no Mountain Equipment Co-Op anywhere in Kamloops, perhaps this could be a wonderful new addition to our downtown.

The infamous "downtown parking problem" is one that obviously needs to be addressed a little more in-depth. This study did not address this issue well, and if anything it probably creates more confusion and miscommunication. It is a recommendation that a professional study be undertaken sometime in the near future, as downtown and all of Kamloops continues to grow, before a parking problem becomes a parking crisis. One certainty is that residents of Kamloops are not aware of all their parking options, and so perhaps one other recommendation would be some sort of awareness program, through short commercial blips on CFJC-TV, and radio spots.

Finally, there is the issue of Aberdeen and Kamloops residents on the hill not coming to the downtown. As stated, perhaps the population percentages for Aberdeen residents are in line with the amount of Aberdeen residents that come downtown. Nonetheless, the fact that 70% of respondents included Aberdeen in their selections of where they do their shopping indicates that the downtown needs to advertise in Aberdeen business areas, Aberdeen Mall, and the Aberdeen Village, if that is at all possible.

All tables and charts are included in the following pages of this report.

Survey Results

1. Where do you live?

Reservation	3%
Downtown & Valleyview & Lower Sahali	35%
North Shore & Westsyde	22%
Upper Sahali & Rose Hill & Juniper	17%
Aberdeen	8%
Other	15%

2. Where do you work?

Downtown	32%
Aberdeen & Sahali	11%
North Shore	4%
Valleyview & Barnhartvale & Dallas	5%
Out of town	12%
Other	36%

3. Which age group do you fit in best?

under 13	0%
13 –18	10%
19-25	21%
26-40	26%
41-65	37%
over 65	6%

4. What is the primary reason(s) you come downtown? (check all that apply)*

Shop	49%
Downtown Events	40%
Walk/Exercise	34%
d) Work	31%
Visit Friends or Relatives	29%
Professional Services	20%
Other: _____	19%

5. When you come downtown what types of business do you utilize? (check all that apply)*

Restaurants/Pubs	77%
Banking	60%
Personal / Health Services	29%
Business Professionals	25%
Entertainment	54%
Grocery Shopping	35%
Non-Grocery Shopping	37%
Other: _____	9%

6. What would you like to see more of downtown? (check all that apply)*

Boutiques	23%
Specialty Stores	47%
Government Services	8%
Fine Dining	32%
Big Box Store	4%
Residential Housing	24%
Pub/Bar/Club	18%
Business/Office Space	4%
Other: _____	14%

7. Where do you shop? (check all that apply)*

Downtown	74%
Aberdeen	70%
Sahali	49%
North Shore	28%
Out of Town	23%
Other: _____	9%

8. Is there a Store or any type of Merchandise, Product or Brand not currently available downtown you would like to see available?

Yes	35%
No	64%
Unknown	1%

9. What is your primary mode of transportation when you come downtown? (check all that apply)*

Bus	21%
Walk	40%
Bicycle	12%
Automobile	58%
Taxi	3%
Other	3%

9a. If answered "Automobile" above: Where do you park? (check all that apply)*

Street	60%
Parkade	20%
Lot	29%
Other	11%

10. How far would you be willing to walk from where you park to your downtown destination?

in front of or across the street only	2%
same block only	7%
1-2 blocks away	24%
3-5 blocks away	33%
anywhere downtown	35%

11. How many times a week do you come downtown?

2 or less	26%
3 - 5	34%
more than 5	40%

12. On what days do you shop? (check all that apply)*

Monday	11%
Tuesday	9%
Wednesday	11%
Thursday	12%
Friday	20%
Saturday	29%
Sunday	16%
No Preference	61%

13. On each trip downtown, how much, on average do you think you spend?

less than \$10	12%
\$10-25	32%
\$25-50	39%
\$50-150	13%
\$150-up	5%

14. At what times are you involved in activities downtown other than work? (check all that apply)*

Early Morning: 6 to 9 am	22%
Late Morning: 9 to 11 am	27%
Lunch Time: 11 am to 1 pm	38%
Early Afternoon: 1 to 4 pm	34%
Late Afternoon: 4 to 6 pm	35%
Early Evening: 6 to 9 pm	47%
Night Time: After 9 pm	29%

15. What newspaper do you read? (check all that apply)*

Kam Daily News	64%
This Week	51%
Echo	18%
Off-Centre	7%
None	20%

16. What radio station(s) do you listen to? (check all that apply)*

CIFM (98.3)	36%
River	48%
NL	25%
B100	27%
92.5 the X (TRU radio)	5%
CBC	21%
none of the above	15%

17. How safe do you feel when you come downtown?

very safe	40%
safe	39%
somewhat safe	13%
a little concerned	7%
do not feel safe	1%