

## **Minden Hills and Haliburton County Consumer Survey**

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Report prepared by Catherine Willis (University of Wisconsin-Madison) with U-links, the Township of Minden Hills, the Haliburton Highlands Chamber of Commerce, Haliburton County Development Corporation and Randy Stoecker (University of Wisconsin-Madison).

## ***Table of Contents***

Executive Summary .....	3
Introduction.....	5
Consumer Survey Results.....	6
Discussion .....	9
Research questions and projects.....	12
Appendix A– Demographic information from the survey.....	13
Appendix B– Summary of responses to Question 1.....	15
Appendix C– Summary of responses to Question 2.....	18

## *Executive Summary*

In this report we summarize the findings of a project on the shopping needs of residents in Minden Hills and Haliburton County. This information should support existing and potential businesses in decision making. The project was conducted over the summer of 2013. Data was collected through a survey and through a public discussion of the survey results.

We received 240 survey responses. The survey responses are not representative of the whole population of the community, but can help us identify important trends in shopping needs. Most respondents live in Minden Hills and a majority are permanent residents.

We asked participants what they purchase outside of the county and why. In almost three quarters of the cases, selection was identified as one of the main reasons; in just over half of the cases, the reason given was price. Here are the most important items:

- Residents frequently leave the county to purchase clothing and shoes for men, women or children because selection is better.
- Residents often shop outside of the county for food items because of price.
- Residents also shop out of county for building and hardware supplies, furniture, electronics and office supplies.

We asked participants which of their shopping needs were missing in Minden:

- Shoes and clothing topped the list once more.
- Office supplies emerged again as an important need.
- Participants wanted more local options for entertainment and recreation.
- Medical services, like family and specialty doctors are needed.
- Within food items, there was a need expressed for specialty cheeses and baked goods.

The public discussion around the survey results provided more context to these responses and allowed for creative thinking on addressing these needs. Over a dozen community members attended the discussion. Here are some of the ideas that emerged:

- Cost difference is one of the reasons that residents shop outside of the county for groceries. The desire to pay a reasonable price for groceries is balanced by a recognition of the convenience and community benefits of shopping locally. Conducting a market basked comparison between groceries inside and outside the community and combining it with information on travel costs would help residents make the best decisions about traveling, or not, to shop. This can help community members make informed decisions around their budget considerations and their desire to support a vibrant community.

- There is a lot more available in Minden than residents realize, whether this is specific products that stores sell or small businesses. Sometimes this is because the businesses are small or they lack a web presence. There is interest in improving knowledge about what is available in Minden, through a searchable and user friendly website.
- Many visits out of the county for shopping are pleasant excursions or multi-purpose trips. There is interest in seeing how Minden can be supported as a place to shop and visit. Improving knowledge about what is available in Minden is a start. Helping employees who interact with the public share information about Minden businesses and attractions would help make Minden a destination.

# *Minden Hills and Haliburton County Consumer Survey*

## *Goals*

In this project we set out to identify the shopping needs of residents in Minden Hills and Haliburton County in order to provide information to existing and potential businesses. We collected data, worked to promote problem-solving discussions and identified related information needs. This report summarizes the results of the survey and the insights from a public discussion on the survey results.

This project is the initiative of the Township of Minden Hills and the Haliburton Highlands Chamber of Commerce. The research process was organized and facilitated by U-links. Data analysis and reporting as well as research design support was provided by University of Wisconsin-Madison. Representatives from the above agencies worked together as a committee over the summer of 2013 to design the project, support the execution and guide the dissemination of the results. The project is supported by the Haliburton County Development Corporation.

## *Research Method*

Drawing on tested methods for market analysis<sup>1</sup>, the committee designed a survey to assess shopping needs in the area. In addition to demographic questions, participants were asked what they purchase outside of the county, what products and services they feel are most needed in Minden, which specific businesses and which specific products they would most like to see in Minden. The survey consisted of a combination of closed and open ended questions, none of which was mandatory.

Outreach to potential research participants was done primarily online, through professional networks of the project supporters over the months of July and August. Special attention was made to contact businesses in Minden and encourage them to spread the word. In addition, a couple committee members solicited survey participation from shoppers in downtown Minden. Once the responses were received, the open ended survey responses were coded by theme.

Results from the survey were summarized and presented at a community meeting which had just over a dozen participants. After presenting the findings and answering questions, participants were split into two groups. They were asked to draw on their experience in the community to help interpret the survey results. With regards to the most common shopping needs, participants were asked to help explain why people answered the way they did, where people were going to meet those shopping needs currently, what the challenges were to meeting those needs locally and ideas for overcoming those challenges.

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<sup>1</sup> “Downtown and business district market analysis” an online document prepared by University of Wisconsin Cooperative Extension, The Ohio State University Extension and University of Minnesota Extension. <http://fyi.uwex.edu/downtown-market-analysis/>

## *Survey Respondents<sup>2</sup>*

We are pleased with the 240 survey responses that we received. With this number, we are able to meet our research goal of identifying important trends among community shopping needs. The sampling strategy was non-random, so the survey is not a good tool for detecting small differences in preferences or differences among groups in the community. In addition, the survey responses are not representative of the whole population of the community. For this reason, the demographic information should be kept in mind when reading the survey results.

The majority of community members who responded to the survey live in Minden Hills (60%), with less than a fifth living in Dysert et al. (19%) and Algonquin Highlands (15%). A small number of people from outside of the county and from Highlands East also participated. A third of the participants work in Minden Hills (33%); for another third, the question of the location of employment was not applicable (29%); a quarter work outside the county (23%). A large majority of the those who answered the survey are full-time, permanent residents (70%), and some are seasonal residents (19%).

A large majority of responses came from women (69%), and from individuals between the ages of 45 and 64 (58%). A large majority live in households with 2 adults (66%); about a quarter have no children in the house, and a quarter have one or two.

A complete summary of the demographic responses can be found in Appendix A.

## ***Consumer Survey Results***

The three<sup>3</sup> main survey questions summarized here sought to determine the products and services residents purchased outside of the county, the products and services they would most like to see offered in Minden and specific businesses that they would like to see here. Each of these three questions is reported on in turn.

### *Purchases outside of the county*

The first substantive question on the survey asked participants which products they were buying outside of the county and why. They could indicate up to 5 products, and select as many reasons as desired from a set list. The reasons included: more selection; lower price; no local availability; higher quality; store hours; purchase online; and, better service.

This question was answered by 236 people and resulted in a list of 937 items that participants purchased outside of the county. Overwhelmingly, a reason given for purchasing these items out of county was selection (70%). Lower price was cited as a reason for just over half of the items (52%). Under half of the products (40%) were purchased outside of the county because of a lack of local availability; a quarter (25%) were sought outside of the county because of higher quality.

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2 Not all of the community members who completed the survey provided demographic information. The demographic information provided here is based on the responses of 191 people who answered at least some of the demographic questions.

3 The responses to three of the four questions have been summarized in this report. Answers to the final question were not included because of the low response rate and the fact that it added no new information to the survey.

Store hours, online purchases and service were less often cited.

We have identified the five most significant product categories that emerged and the reason(s) given.

- **Clothing and shoes** were raised by participants 240 times; this category included general requests such as clothing, men's clothing, children's shoes and more specifically bras, or dress clothes. Selection was overwhelmingly (86%) cited as a reason for making the purchase outside of the county.
- **Food items** were raised by participants 175 times; this category included general categories such as groceries or bulk goods, as well as more specific items such as fish or fresh vegetables. Price was a reason in 75% of the cases.
- Items under the category of **household maintenance and goods** were identified 132 times. This category included appliances, furniture, interior decorating supplies as well as building and hardware supplies. Selection was a reason in 81% of the cases and price a the reason in 57%. Two sub-categories stood out in particular: building and hardware supply items were mentioned 39 times and furniture items were mentioned 36 times.
- **Electronic items** were mentioned 60 times and included general mentions of electronics or more specific items such as printers or cell phones. Selection was a reason in 80% of the cases, local availability in 62% and price in 53%.
- A final category that was raised frequently was **office supplies**, mentioned 30 times. This excludes printers or other items that were categorized under electronics, but includes items such as office supplies in general or ink for printers. Selection was a reason in 73% of the cases, local availability in 60% and price in 53%.

A complete summary of the responses to this question can be found in Appendix B.

### *Needs missing in Minden*

The second substantive question asked participants which of their shopping needs were missing in Minden. They were given pre-existing categories and sub-categories as well as the option of identifying other needs that were not included. They could comment on their selection. Two hundred and one (201) of the survey participants identified at least one item. The most cited needs are summarized below, along with select participant comments.

**Clothing** as in the first survey question, was a frequently cited item. Men's clothing was cited by 104 participants, women's clothing by 111, shoes by 139, and children's clothing by 73. With regards to men and women's clothing, participants mentioned the need for better selection and prices, a greater range of size and dress clothes. A couple of people noted that Mark's Work Warehouse was an asset to the community but did not meet the diversity of needs. With regards to children's clothing, Little Duds was appreciated but more was needed. Finally, with regards to shoes, selection was the most important complaint.

**Office supplies**, as in the first question, was identified as a shopping need by 81 people. Some explained in their comments that there was simply nothing at that came close to meeting their needs in the area.

People identified a need for **entertainment and recreation**. Movies were selected by 118 people, with many mentioning the need to bring The Beaver back. Recreational activities was raised by 82 people, who expressed interest in both a pool and recreation center in the community and a need for organized activities for all ages and swimming lessons. Many people answering the survey also expressed an interest in having TV/Electronics Sales and Service (98 people) and a music store (79 people), but in both cases expressed skepticism that these could be adequately supported given the small community size or online competition.

The area's need for local **medical services** was mentioned by 80 people. Participants mentioned a lack of general medical services such family doctors or nurse practitioners, walk-in clinics as well as a range of specialty medical care. The care provided at the hospital was well regarded, although participants recognized that it was not a suitable place to have all medical needs met.

Finally, under the broad category of **food**, specialty cheese (55) and bakery (45) items were mentioned.

A complete summary of the responses to this question can be found in Appendix C.

#### *Businesses wanted in Minden*

The third substantive question we asked was what businesses participants would most like see come to Minden, with the option of identifying up to three businesses. This question had fewer responses, with 140 participants identifying at least one business for a total of 348 names. Unlike question 1, which was also open ended, there was much less convergence among the answers. Even for the most cited business, it was cited by less than 15% of the people who answered this questions and less than 10% of all people answering this survey.

The businesses identified by more than 5 people and the number of mentions are as follows:

- Walmart (19)
- Swiss Chalet (12)
- Home Depot (11)
- No Frills (8)
- Staples (8)
- Giant Tiger (6)
- Future Shop (5)
- Loblaws (5)

What the low responses to this question seem to indicate is that there is greater interest in meeting specific shopping needs than in meeting them through specific chain stores or businesses. Comments



left in regard to this question also highlighted that people feel very strongly about the presence of “big box” stores in their community, with both supporters and detractors.

## ***Discussion***

The survey results were presented at a community meeting for discussion. The discussion focused on interpretation of results and problem solving around the six shopping categories that emerged from the survey: shoes and clothing; food items; furniture; building supplies; office supplies; and, interior decorating and household goods. Participants also contributed on topics that were important to them but excluded from this list.

I have summarized these discussions and included information from the comments left on the survey where appropriate. They are organized by shopping category, but themes that cut across shopping sectors have been presented separately. I have also indicated steps that may be taken to move forward.

### *Shoes and clothing*

Participants gave several reasons for shopping out of town for shoes and clothing. On one hand, some of the stores that had met this need no longer existed, while on the other hand existing stores were not meeting the diversity of needs in terms of age, style, size, and quality. Marks Work Warehouse and the addition of the Joe Fresh line in the grocery store are appreciated but do not meet all of the community needs. In order to meet shopping needs, community members travel to Bigley's in BobCaygeon, Steadman's and the 4C's thrift store in Haliburton as well as Lindsay, Bracebridge, Orillia and Peterborough. For some items like dress clothes, it is necessary to go as far as Toronto or Barrie.

Challenges in meeting shoe and clothing needs include the population drop in the winter and the changing demographics of the community, which makes stocking a selection to meet everyone's needs more challenging. A couple of solutions put forward to address the specific issues of clothing and shoes was to support the introduction of fashion in the supermarket, such as Joe Fresh and Independent in Fishers in Beaverton; or to recreate Valu-mart type stores.

### *Food*

People are unsatisfied with the food and grocery offering in the area for two reasons. First, the cost of staple products like milk and bread is expensive. It is felt that, despite the cost of gas, it remains cheaper to drive out of county for groceries. Second the quality and variety of goods drops in the off-tourist season. Instead of shopping locally, many people will shop at Costco or Walmart and often drive to Bracebridge and Peterborough.

The high prices and low quality are attributed to two reasons. Stores in Minden can't hit the same price points as those that are closer to Toronto because of the distance and because they are not in a preferred or prioritized shipping circuit. In addition, some stores sell products in Minden for higher prices than they do in their stores elsewhere, perhaps because of the perception that people will pay these prices.

Participants felt that lack of knowledge also contributed to the perspective of lack of product choice or price. They commented that grocery stores are happy to make special orders if you request goods that they don't usually carry. In addition, there are shopping options, such as Coneybeares Butcher Shop, which has reasonably priced meat but is not well known.

In order to improve the situation there were several ideas offered. First, we could support the local food supply by facilitating garden buddy systems or community gardens. There is already a local farmer's market, figuring out who shops there would help understand the local food supply better. Second, we could push for a Joe Fresh grocery store. Third, there is a demand for higher cost specialty food and this could be met by new specific stores, or an existing business, such as Coneybeares Butcher Shop, could expand sales to include cheese.

Finally, in discussing the high cost of food available locally, participants felt that more information was needed. Many participants said that they did not mind paying more to shop locally because of the convenience and the knowledge that shopping regularly locally today means that those businesses will be there next time you need them. In addition, survey and discussion participants recognized that these businesses contributed to the local economy and community well-being. There was nonetheless a sense that certain prices were too high. It would be worthwhile to do shopping cost comparisons and factor in the cost of gas to help people make informed decisions about their shopping needs. In addition, it would be worthwhile to compare basic food item costs between stores within the area on a regular basis and diffuse this information to low income residents.

#### *Building Supplies*

Despite the presence of building supply stores in Minden, residents remain likely to order online or purchase goods at Home Depot in Bracebridge. On one hand, it is hard to compete with the range of options available online. On the other hand consumers are shopping outside of Minden because competitors like Home Depot have better selection available on site and a larger range of samples that can be handled when making shopping choices. People felt that product prices were more competitive and contractors could receive discounts out of town. While the local hardware option (Home Hardware) will do special orders if they do not stock the product in question, this is still more time consuming than Home Depot. These special orders carry the risk that should the products be unsatisfactory, they cannot be returned.

Despite these weaknesses, the local options were felt to serve the community quite well. Changing practices around returns and providing space for more product samples would be helpful as would the ability to lower prices (if increased sales allowed that).

#### *Office supplies*

While it is getting easier to order office supplies online, there remains a need for such products in Minden for small and home based business in the area. Copying and binding, or unexpected needs for paper or printer ink are not conveniently met by out of town businesses or online services. Golden's, which no longer exists, met some of these needs and is missed. Some people place their orders with an individual who delivers on a set schedule.

Those around the table were clear that they did not need a whole Staples store to meet these needs (just

one aisle worth), but some basic quality goods and a manager who was willing to work with customers.

### *Interior decorating and household goods*

This category of shopping needs was not discussed as much as the others. One sentiment was that certain needs were well met in the community but that there was room for more, such as interior design businesses or an Ikea catalogue store.

### *Other*

Although entertainment was not on the list of items to be discussed, it was raised in one of the discussion groups. Specifically, the need of a new pro-social multi-use space that could take the place of the Beaver. Unlike the recreation center which currently exists, the Beaver had more ambiance. As the cost of rehabilitating the Beaver is understood to be prohibitive, research could shed light on a new location and on the specific needs that it should try to meet.

In the discussion groups and in the surveys, participants raised issues about employment, which can be seen as the other side of the consumer needs coin. Good jobs, especially for youth, are needed. There is interest in thinking about how the community could encourage the creation or development of smaller 4-5 people companies. Telework was also seen as a viable and desirable option for increasing opportunities locally. There was an expressed interest in improving broadband and digital technology services.

In addition to speaking to specific categories of consumer goods, participants also raised issues that are relevant to different sectors and we turn to these now.

### *A place to visit*

One of the recurring themes that came up in surveys and at the public discussion was the idea of mixed use trips out of town. Some consider it a good outing to leave town to go shopping. These trips usually combine multiple goals, like a doctor's appointment or a swimming lesson with shopping trips. This means that the costs in time and in gas are less important than they would be if people were leaving town for single purpose shopping trips. (This is not an option for all residents, as not everyone has access to individual transportation or time to shop out of town.)

While lower cost goods and a better selection are a first step towards encouraging local shopping, developing a sense of place is also important: when shoppers visit one store, do they have reason to remain in the area and continue shopping or visiting? Participants felt that the Home Hardware had this impact on the community, and other participants suggested things like coffee shops, lunch places and recreational space (like playgrounds, a community pool etc.) to help make Minden a destination.

### *Communication – the key to making the most of a visit*

Throughout the public discussions and in the surveys, participants brought up the idea that Minden or Haliburton county businesses meet many consumer needs, but that often people do not know where to go. The importance of knowledge came up in three contexts. First, participants felt that many local business owners would order the products that you needed if you asked them, but that many people did

not know to ask; this is especially the case at the grocery store, but is true elsewhere as well. Second, many small businesses are not well known; the local butcher was one example, and others include dressmakers, carpenters, or people who can assist with odd household jobs. Third, people do not always know what different stores carry, and it is easier to shop out of town if they know that they will find what they need. Fourth, staff members in businesses do not always know the community well enough to answer customer questions about resources in the area. This means that opportunities to turn a one-stop shopping trip into a visit are being lost.

Several communication or marketing strategies could be helpful in improving this situation. As many of the local stores do not have a significant online presence, a website that highlights services, stores, product groups or specific goods would help community members learn about what is available locally. Management or staff training could focus on communication strategies to help make consumers comfortable in asking for products that are not currently available. Also, employees could be trained in offering knowledge on their community and other local businesses. In helping stores serve as community resources, they and the community become a place to visit and not just a place to buy goods.

### *Multi-purpose business approach*

Minden is a community whose population has many different needs, from office supplies supporting small businesses to infant goods. It faces the challenge of fluctuating population size over the seasons and the year. Participants suggested a strategy of small multi-purpose stores to address these needs within existing constraints. A multi-purpose store (as opposed to a general store) could focus on meeting specific needs in a couple of areas. For example, a store could sell brewed coffee, select office supplies and photocopying, as well as cards. Up River Trading, on Main street is a good example of a local multi-purpose store that has a coffee bar and sells gifts and cards.

### ***Research questions and projects***

The survey project and public discussion has provided information on community needs and possible strategies for meeting them. The public discussion also raised new questions, whose answers could help inform strategy. These questions and projects are listed below in no particular order. Many would be appropriate for student-researchers to work on in conjunction with U-links and other community partners.

- What training needs do business owners, managers or staff have that could help them make the most of their current businesses?
- What type of information should employees have about Minden in order to share it with consumers? How can this be gathered and shared?
- What are existing examples of successful multi-purpose stores?
- Is it financially worth it to drive out of town for groceries? (How do the cost of groceries locally compare with those from out of county? What is the cost of traveling the extra distance?)
- How do the cost of staple groceries compare across town?
- Create a database of businesses, services and goods to help people know what Minden has to offer. What is the best way to create this listing? What format would make it most accessible?

Who would be interested in supporting this project?

## ***Appendix A– Demographic information from the survey***

There were 191 people who answered the demographic questions, although answers below do not always total 191. In some instances, questions were skipped, in others, multiple answers were given.

The answers given are as follows:

*I live or have a cottage in:*

- Minden Hills: 115
- Algonquin Highlands: 29
- Highlands East: 3
- Dysert et al: 36
- Outside Halliburton county: 7

*I work in:*

- Minden Hills: 64
- Algonquin Highlands: 11
- Highlands East: 7
- Dysert et al: 39
- Outside Halliburton county: 44
- Not applicable: 55

*Residency/ I am a:*

- Full time, permanent resident: 135
- Part time Permanent Resident (e.g. snowbird): 15
- Seasonal Resident (e.g. cottager): 36
- Non-resident – vacationer, visitor, etc: 3

*Gender:*

- Male: 58
- Female: 132

*Age:*

- Less than 15: 0
- 15-24: 3
- 25-34: 15
- 35-44: 30
- 45-54: 44
- 55-64: 67
- 65-74: 26
- 75-84: 5
- 85+: 0

*Number of adults in household:*

- 1: 24
- 2: 127
- 3: 22
- 4: 7
- 5: 4
- > 5: 2

*Number of children in household:*

- 0: 50
- 1: 26
- 2: 26
- 3: 4
- 4: 0
- 5: 1

## *Appendix B– Summary of responses to Question 1*

Question 1 was:

*What five products/services do you buy most often outside the County, and why? Please check all that apply.*

and, the following options were available to choose from:

*More Selection*

*Better Service*

*Higher Quality*

*Lower Price*

*Store Hours*

*Buy Online*

*Not Available Locally*

There were a total of 236 people who offered at least one suggestion, with many offering more. This resulted in a list of 937 items. Overall the reasons for not purchasing these items within the county are the following (options are not mutually exclusive):

- More Selection: 649
- Better Service: 100
- Higher Quality: 233
- Lower Price: 490
- Store Hours: 175
- Buy Online: 148
- Not Available Locally: 376

A break-down of product categories and related reasons for purchasing outside of the county as well as sub-categories are available on the following 2 pages. Sub-categories in which there are 2 or fewer responses, or which were categorized as “other” have been omitted. For this reason, the numbers in the sub-categories do not always add up to the total number in the category.



Purchases made outside of the county, by category and sub-category (number)	Reason for making purchase outside of the county by category (number and percentage)						
	More selection	Better service	Higher quality	Lower price	Store hours	Purchase online	Not Available locally
<b>Personal Services</b> 43	12 (28%)	10 (23%)	11 (26%)	14 (33%)	3 (7%)	1 (2%)	15 (35%)
Financial Services 3							
Hair Dressing/Barber Shop 6							
Medical Services 9							
glasses or eye doc 6							
Pharmacies 6							
Internet Service Provider 3							
<b>Recreation</b> 76	43 (57%)	8 (11%)	10 (13%)	24 (32%)	14 (18%)	33 (43%)	40 (53%)
Recreation Activities 12							
Sporting Goods 18							
Music, CD, DVD, video games 14							
Books/Magazines 29							
Facilities 5							
<b>Clothing</b> 240	207 (86%)	28 (12%)	84 (35%)	106 (44%)	60 (25%)	39 (16%)	104 (43%)
Clothing 125							
Adult 4							
Men's Clothing 9							
Women's Clothing 9							
Children's Clothing 16							
Shoes 62							
Fitness Apparel 3							
Specific items 15							
<b>Food Related</b> 175	104 (59%)	15 (9%)	50 (29%)	131 (75%)	35 (20%)	6 (3%)	50 (29%)
Food/Groceries 91							
Butcher 15							
Dairy 5							
Bakery 5							
Bulk 10							
Fresh fruits and veggies 6							
Fish 4							
Costco 7							
Specialty 22							
<b>Restaurants</b> 18	13 (72%)	5 (28%)	4 (22%)	1 (6%)	4 (22%)	0	8 (44%)

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Purchases made outside of the county, by category and sub-category (number)	Reason for making purchase outside of the county by category (number and percentage)						
	More selection	Better service	Higher quality	Lower price	Store hours	Purchase online	Not Available locally
<b>Household Maintenance and Goods (incl. engine and marine)</b> 132	107 (81%)	15 (11%)	39 (30%)	75 (57%)	27 (20%)	13 (10%)	37 (28%)
Appliance Sales/Service 15							
Furniture 36							
Plumbing/Heating/Electrical/Lights 5							
Building/Hardware Supplies 39							
Landscaping/Nursery/outdoor furniture supplies 4							
Interior Decorating / Household goods 29							
<b>Automotive</b> 45	14 (31%)	3 (7%)	2 (4%)	29 (64%)	0	1 (2%)	16 (36%)
Car sales 13							
Maintenance 4							
Gas 23							
<b>Entertainment</b> 6							
<b>Small household and non-food consumer goods</b> 58	40 (69%)	1 (2%)	6 (10%)	37 (64%)	10 (17%)	2 (3%)	16 (28%)
House Cleaning Supplies 8							
Alcohol (Beer Wine LCBO) 14							
Toiletries 17							
Propane 5							
Pet related 7							
Baby/Diapers 7							
<b>Electronics</b> 60	48 (80%)	11 (18%)	11 (18%)	32 (53%)	8 (13%)	19 (32%)	37 (62%)
Electronics 42							
Computer/printer 16							
Phone (cell or land) 6							
<b>Miscellaneous</b> 81	59 (73%)	6 (7%)	17 (21%)	38 (47%)	13 (16%)	33 (41%)	46 (57%)
Gifts 15							
Arts & crafts supplies 19							
Office Supplies 30							
Toys 16							

## Appendix C– Summary of responses to Question 2

Question 2 was:

*Based on your shopping needs, which of the follow are missing in Minden? (Please check all that apply, using the comment area to indicate specific needs where applicable)*

and, we supplied a list of item categories and subcategories. In the table below, the results have been tabulated and the comments have been abbreviated.

Shopping need by category and subcategory (number)	Overview of comments
<b>Personal Services</b> Financial Services 24 Hair Dressing/Barber Shop 22 Investment/Insurance 9 Medical Services 80  Pharmacies 9	General shortage of access to medical services doctors and family doctors or nurse practitioners. Also missing specialists, walk-in clinic, PT/rehab, senior needs. 5 people happy with hospital service/speed, services available, 1 despite short supply. High regards for the hospital but it is not appropriate for all visits.
<b>Recreation</b> Recreation Activities 82  Recreation Vehicles Sales & Service 20 New Sporting Goods 47 Used Sporting Goods 48 TV/Electronics Sales & Service 98  Music Store (i.e. CD, DVD, etc.) 79  Books 51	Overwhelmingly there is interest in a (public) pool and recreation center, many travel outside for this. These could host needed swim lessons and organized sports, hobby and other activities (for children and adults, less identified for seniors) that are also needed. A couple people mentioned movies, pathways for safe cycling, rollerblading, walking inside and out of Minden. 5 people generally happy in county area.  Most people are disappointed by the selection and price of these items, but many are also skeptical that they would buy in Minden or area because they doubt that the prices would be as good  There is skepticism of the relevance of this as people are accustomed to buying online. There were a couple requests for a music store (instrument sales and service, sheet music) in addition to a few requests for DVD rental/sales and new and used CD's

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Shopping need by category and subcategory (number)	Overview of comments
<b>Clothing</b> Men's Clothing 104 Women's Clothing 111 Children's Clothing 73 Shoes 139 Fitness Apparel 54	<p>Mark's Work Warehouse is seen as a boon, but selection is still lacking, notably dress clothes (or non sport clothes). A couple people each mentioned large sizes, and underwear.</p> <p>There is interest in increased selection, and better price (and range of quality). Large sizes specifically are missing as are undergarments and dress clothes.</p> <p>Most felt that there was nothing to little. Little Duds appreciated but more needed</p> <p>Selection was the largest complaint, with lack of size range as well and requests for specific brands.</p>
<b>Food Related</b> Catering 9 Prepared Meals 25 Butcher 25 Dairy 8 Bakery 45 Deli 28 Specialty Cheese 55	<p>Fresh bread please!</p>
<b>Restaurants</b> Casual Dining 57 Fine Dining 58 Fast Food 29	<p>Some are disappointed by the variety (including ethnic variety), would like more family style (Swiss Chalet), or higher end casual (above Subway). Also concern about price for locals, esp seniors who need healthy low sodium (1 pers). A few people mentioned that they like the selection in the area, if not in Minden specifically then in the county.</p>
<b>Household Services</b> Appliance Services 40 Construction/Contractors 14 Custom Furniture/Cabinets 21 Engineering & Planning Services 12 Plumbing/Heating/Electrical 14 Small Engine Service & Sales 13 Marine Sales & Service 3 House Cleaning Services 15 Building/Hardware Supplies 13 Landscaping/Nursery Services 12 Interior Decorating 16	
<b>Automotive</b> New Auto Sales 29 Used Auto Sales 11 Car Rental/Leasing 49	
<b>Evening Entertainment</b> Live Music 31 Movies 118 Places to Stay 26	<p>We want the Beaver back! Kinmount is only choice but seasonal! We need a local theatre!</p>
<b>Services for Seniors</b> Supported Residential living 48 Home Maintenance 23 Prepared meals and delivery 12	<p>In addition to recognizing a need for senior residence options and support, a few people mentioned affordable housing more generally.</p>
<b>Miscellaneous</b> Antiques/gifts 14 Arts & crafts supplies 56 Office Supplies 81 Computer Sales and Service 49 Advertising/graphics/printing 13	<p>There is nothing that meets this need in town.</p>