

TILBURY

DOWNTOWN REVITALIZATION



RESIDENT SURVEY

FULL REPORT

May, 2011



Community Futures Development Corporation
of Chatham-Kent

INTRODUCTION

In March 2011, the Tilbury Downtown Revitalization Project management committee committed to researching the attitudes and opinions of Tilbury residents. A detailed resident survey was conducted to achieve these goals and assist in the formation of a strategic plan for the downtown. In order for this strategic plan to be successfully adopted and implemented, the *Downtown Revitalization* guidelines emphasize the importance of including residents and providing them with the opportunity to participate in the process of creating Tilbury's strategic plan. The resident survey enabled residents to voice their opinions on the existing business mix and business practices, the streetscape, and the events, activities and facilities in the downtown. The input and information collected will be extremely valuable towards the development of short and long term goals, core constituents of the strategic plan.

METHOD & RESPONSE RATE

The resident survey was prepared by following *Downtown Revitalization* guidelines. Survey questions were collected from existing surveys that had been completed in pilot communities and modified to better address the issues unique to Tilbury.

The resident survey was distributed by Canada Post to all 2,626 dwellings of the NOP 2L0 area code by way of post office boxes and rural route addresses. The resident survey was collected for two weeks after distribution by way of drop-off boxes located at four downtown locations: the Post Office, Municipal Office, Presence, and Foodland or by mailing it to the municipal office. The resident survey was also made available online through SurveyMonkey, an online survey software and questionnaire tool.

A total of 347 surveys were returned of which 335 could be analyzed. This represents an overall response rate of 13.5%. In order to be analyzed, the NOP 2L0 postal code verification had to be provided and the majority of the survey had to be complete. A total of 12 surveys did not meet the requirements and were unable to be analyzed; five respondents did not provide a postal code, five respondents provided a postal code other than NOP 2L0 and two respondents did not complete any questions on the survey.

Participation in the resident survey was promoted throughout the town using paper media, social media, word-of-mouth and posters. Additionally, three businesses and one service club donated their outdoor signage to encourage participation. As a token of appreciation for their participation, residents could chose to complete a PIN (Personal Identification Number) for a chance to be entered into a draw. In total, 286 respondents provided a PIN for the contest. Three winners were randomly drawn and rewarded with \$100.00 BIA Bucks each, redeemable at many downtown businesses.

ANALYSIS

The results from the Tilbury Resident Survey were tabulated using Microsoft Excel.

The results have been divided into four sections: shopping trends, business environment, downtown features and demographics.

Graphs and tables are provided in Appendix A.

ANALYSIS

SHOPPING TRENDS

- Tilbury residents are shopping in the downtown on a regular basis. The majority of respondents visit Tilbury's downtown *two or more times a week* for shopping (grocery, clothing, gifts, etc.) and public services (library, post office, etc.). The majority of respondents noted visiting the downtown *once a week* for professional services (banking, medical, legal, etc.). The majority of respondents visit Tilbury's downtown *once a month* for personal care services (hair salon, aesthetician, etc.). The majority of respondents *very rarely or never* visit Tilbury's downtown for entertainment and recreational activities.
- The majority of respondents shop in Tilbury *two or more times a week* and shop in Chatham *once a month*.
- The majority of respondents shop in Tilbury for fourteen of the eighteen reasons/activities listed. An overwhelming majority of residents shop in the downtown for quick errands (98%), groceries (90%), and the pharmacy (95%). Respondents noted travelling to Chatham for appliance and electronics, clothing, and furniture shopping. Respondents noted travelling to Windsor for culture and entertainment.
- There are several reasons residents shop outside of their own community. The three primary reasons identified that influence residents to shop elsewhere are for better service, better prices and to get away.
- Tilbury residents provided their preferences relating to extended store hours. The majority of respondents noted they are most likely to use extended hours on Tuesdays after 5:00pm, followed by Friday after 5:00pm. They were least supportive of extended hours on Monday and Wednesday nights.

BUSINESS ENVIRONMENT

- The majority of respondents *strongly agree* with the two following statements: "I feel safe downtown, even at night" and "I try to shop locally whenever possible".
- The majority of respondents *somewhat agree* with the six following statements: "stores in the downtown are open when I want to shop", "businesses downtown sell the products/services I need", "I can get what I need quickly and efficiently", "prices of products/services in the downtown are reasonable", "I like the look and feel of downtown Tilbury" and "parking downtown is convenient and easy to use".
- The majority of respondents *somewhat disagree* with the following statement: "I prefer to shop outside of Tilbury's downtown".
- An open-ended question asked what new businesses and services were desired by residents. The majority of respondents would like to see retail clothing and shoe stores opened, followed

by specialty shops, restaurants and coffee shops, fast food restaurants, recreation and entertainment, appliance and furniture stores, electronics and office supply stores, automotive stores and a farmer's market.

- An open-ended question asked what new types of events, activities or facilities were desired by residents. The majority of respondents would like to see new recreational facilities in Tilbury's downtown, followed by new food and entertainment opportunities, festivals and events, physical activities, children's activities, educational opportunities, a farmer's market and new retail options.

DOWNTOWN FEATURES

- Twenty-five downtown features were listed to be rated, twenty-two of which were rated as "good" by the majority of respondents. The three features rated as "fair" and "needs improving" all solely relate to the business climate: appropriate variety of businesses, number of store vacancies/turnover, and variety of available goods and services.
- Various community events were listed to identify attendance (greatest attendance to least attendance): Santa Claus parade, Moonlight Madness, Family FunFest, Canada Day Fireworks, Summer Sidewalk sales, Family FunFest parade, Remembrance Day service, Easter Egg Hunt and Culture on Queen events.
- An open-ended question asked residents what they like and/or dislike about Tilbury's downtown. The majority of respondents *like* the small-town atmosphere, feel safe in the downtown, find the people very friendly and enjoy the proximity and convenience of various amenities. Furthermore, the majority of respondents *dislike* the vacant stores, flower boxes, lack of parking, transport traffic along Queen Street, inconsistent hours of operation, uneven sidewalks, outdated building façades and the lack of retail variety.
- An open-ended question asked residents what they felt was important to improve in Tilbury's downtown. The majority of respondents noted the retail mix in the downtown noting the need to reduce the number of vacant storefronts and enhancing product variety. Another feature in need of improvement as dictated by respondents includes the traffic flow on downtown roads, particularly at the intersection of Queen Street and Canal Street. Other items identified include parking, litter, flower boxes, restoring historic façades, improved advertising and promotions, consistent store hours and more employment opportunities.
- An open-ended question asked residents to provide any other comments regarding the retail shopping and/or the services in Tilbury's downtown. Additional comments provided by respondents included the need for more retail and product variety, enhanced streetscapes and sidewalks and that the town is friendly and provides good customer service. It was noted that there is a need for more recreational activities, a community bulletin board, more dining and entertainment opportunities as well as more parking and accessibility.

DEMOGRAPHICS

- The majority of respondents have lived in Tilbury for more than ten years.
- The majority of respondents live within a five minute drive from Tilbury's downtown.
- The majority of respondents were female, aged 45-64 and retired.
- The majority of respondents live in a 2 person household.
- The majority of respondents noted an annual household income of \$25,000 - \$49,000.

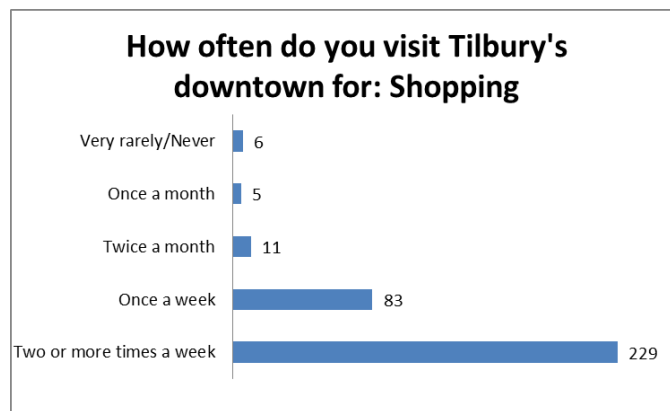
APPENDIX A

SHOPPING TRENDS

HOW OFTEN DO YOU VISIT TILBURY'S DOWNTOWN (RATHER THAN TRAVELLING ELSEWHERE) FOR THE FOLLOWING?

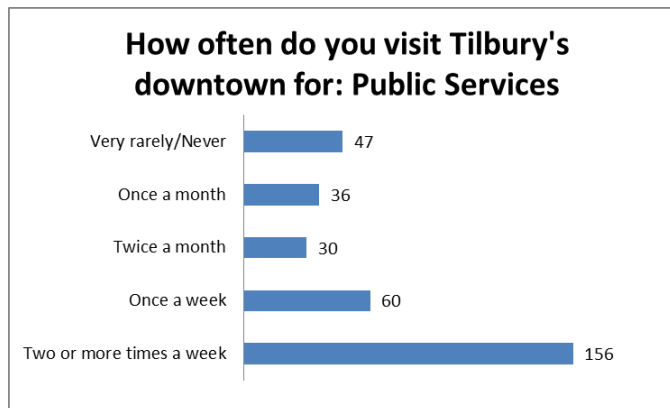
How often do you visit Tilbury's downtown (rather than travelling elsewhere) for shopping? (334 responses)

- 69% shop in Tilbury's downtown (groceries, clothing, gifts, etc.) two or more times a week, while 25% noted doing so once a week. 3% shop downtown twice a month, 2% do so very rarely or never and 1% shop in Tilbury's downtown once a month.



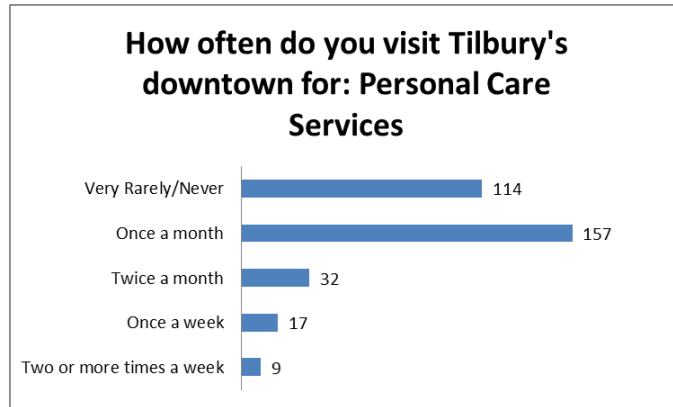
How often do you visit Tilbury's downtown (rather than travelling elsewhere) for public services? (329 responses)

- 47% visit Tilbury's downtown for public services (library, post office, etc.) two or more times a week. 18% visit the downtown for public services once a week, 14% do so very rarely or never, 11% do so once a month and 9% do so twice a month.



How often do you visit Tilbury's downtown (rather than travelling elsewhere) for personal care services? (329 responses)

- 48% visit Tilbury's downtown for personal care services (hair salon, aesthetician, etc.) once a month, while 34% noted doing so very rarely or never. 10% do so twice a month, 5% do so once a week and 3% visit Tilbury's downtown two or more times a week for personal care services.



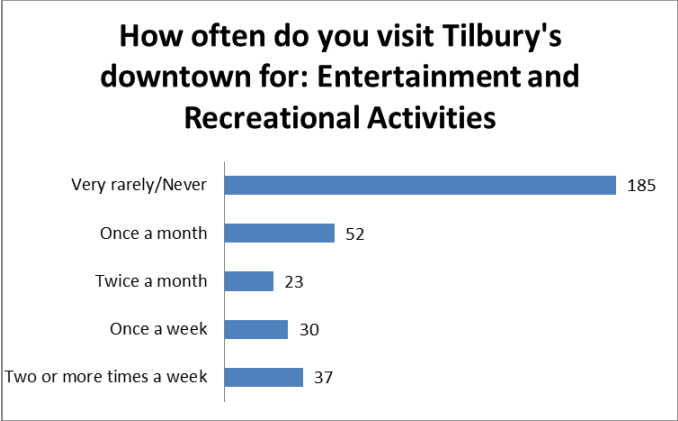
How often do you visit Tilbury's downtown (rather than travelling elsewhere) for professional services? (332 responses)

- 40% visit Tilbury's downtown for professional services (banking, medical, legal, etc.) once a week, while 23% noted doing so two or more times a week. 17% do so twice a month, 12% do so once a month and 8% very rarely or never visit Tilbury's downtown for professional services.



How often do you visit Tilbury's downtown (rather than travelling elsewhere) for entertainment and recreational activities? (327 responses)

- 57% noted that they visit Tilbury's downtown very rarely or never for entertainment and recreational activities. 16% do so once a month, 11% do so two or more times a week, 9% do so once a week and 7% visit Tilbury's downtown for entertainment and recreation twice a month.



HOW OFTEN DO YOU SHOP AT THE FOLLOWING LOCATIONS?

How often do you shop in Tilbury? (331 responses)

- 75% shop in Tilbury two or more times a week, while 18% noted doing so once a week. 3% noted shopping in Tilbury twice a month, another 3% noted once a month and 2% noted that they very rarely or never shop in Tilbury.



How often do you shop in Chatham? (329 responses)

- 37% of respondents noted that they shop in Chatham once a month, 26% shop in Chatham twice a month and 19% shop in Chatham once a week.



How often do you shop in Windsor? (324 responses)

- 37% noted that they shop in Windsor very rarely or never, while 35% noted doing so once a month.



How often do you shop in Leamington? (320 responses)

- 71% noted that they very rarely or never shop in Leamington, while 20% noted doing so once a month.



How often do you shop in Wheatley? (311 responses)

- 94% of respondents very rarely or never shop in Wheatley, while 5% shop there once a month.



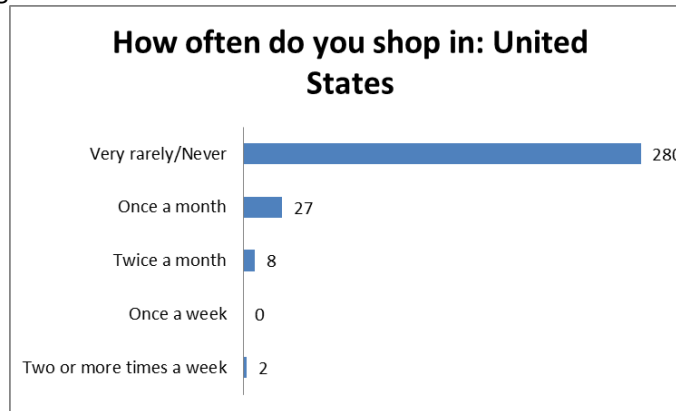
How often do you shop in Blenheim? (314 responses)

- 96% noted that they very rarely or never shop in Blenheim, while 3% noted shopping there once a month.



How often do you shop in the United States? (317 responses)

- 88% of respondents noted that they very rarely or never shop in the United States, while 9% noted shopping there once a month.



How often do you shop elsewhere? (108 responses)

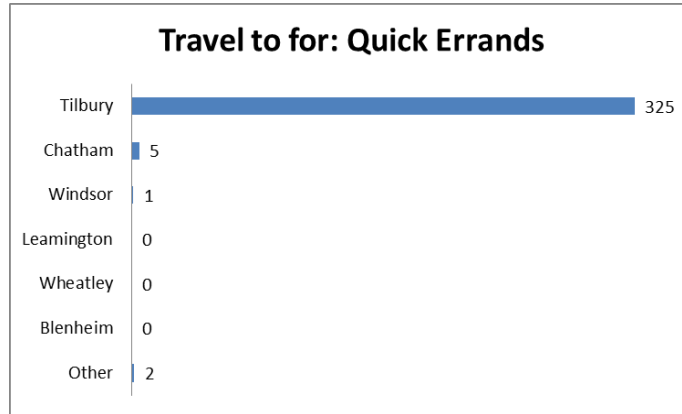
- 81% noted shopping in “other” towns very rarely or never, while 7% of respondents shop in towns other than those listed once a month.



PLEASE INDICATE WHICH TOWN YOU MOST OFTEN TRAVEL TO FOR EACH OF THE FOLLOWING ACTIVITIES:

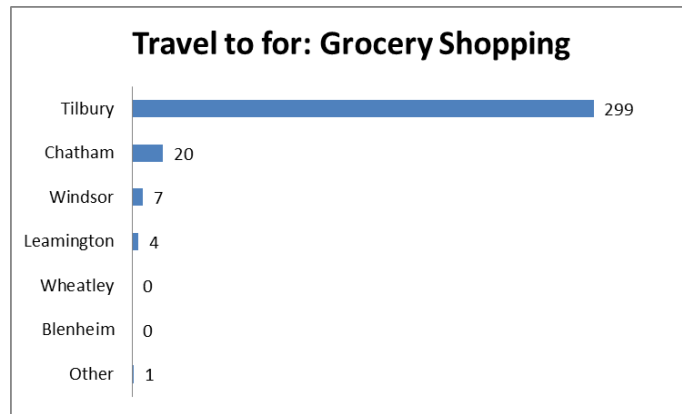
Please indicate which town you most often travel to for quick errands? (333 responses)

- 98% of respondents noted that they do their quick errands (gas station, convenience stores) in Tilbury.



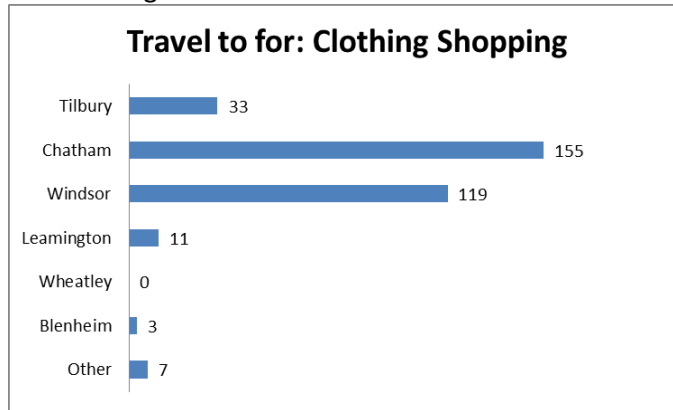
Please indicate which town you most often travel to for grocery shopping? (331 responses)

- 90% noted that they do their grocery shopping in Tilbury, 6% travel to Chatham and 2% travel to Windsor for groceries.



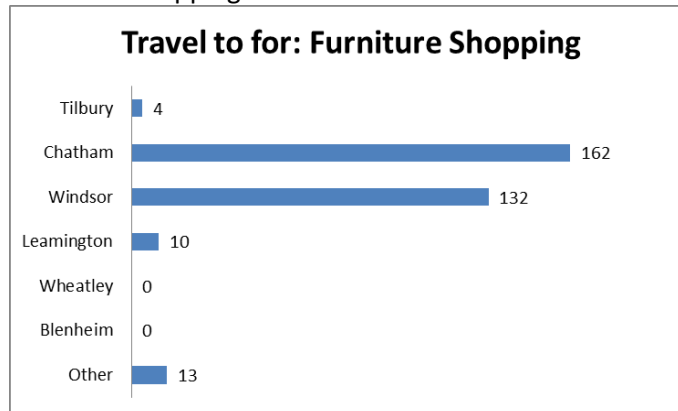
Please indicate which town you most often travel to for clothing shopping? (328 responses)

- 47% travel to Chatham and 36% travel to Windsor for clothing shopping, while 10% do so in Tilbury, 3% do so in Leamington and 2% travel to other destinations.



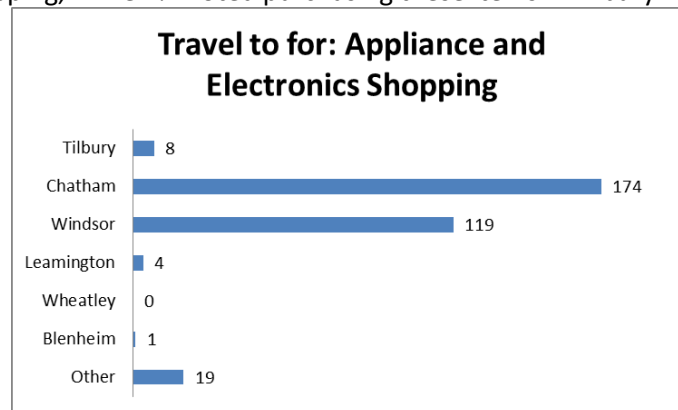
Please indicate which town you most often travel to for furniture? (321 responses)

- 50% travel to Chatham, 41% travel to Windsor, 3% travel to Leamington and 4% travel to other destinations for furniture shopping.



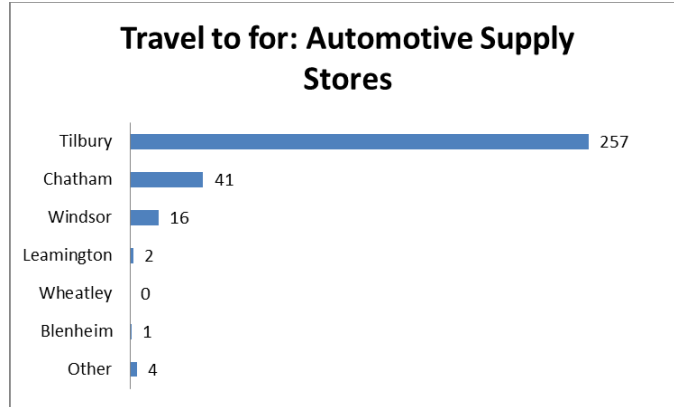
Please indicate which town you most often travel to for appliance and electronics shopping? (325 responses)

- 54% travel to Chatham, 36% travel to Windsor, 6% travel to other destinations for appliance and electronic shopping, while 2% noted purchasing these items in Tilbury.



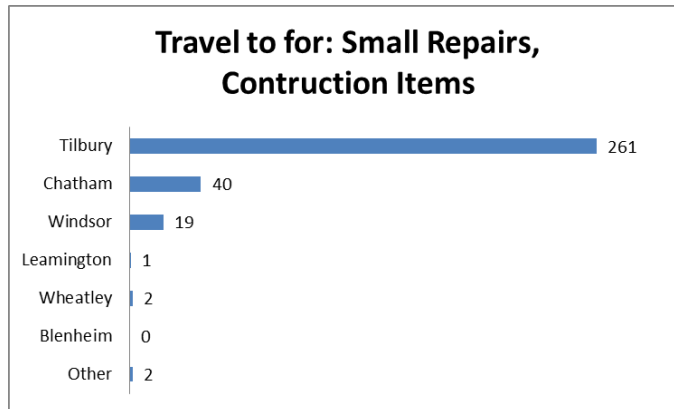
Please indicate which town you most often travel to for automotive supply stores? (321 responses)

- 80% of respondents visit the automotive supply stores in Tilbury, while 13% travel to Chatham and 5% travel to Windsor.



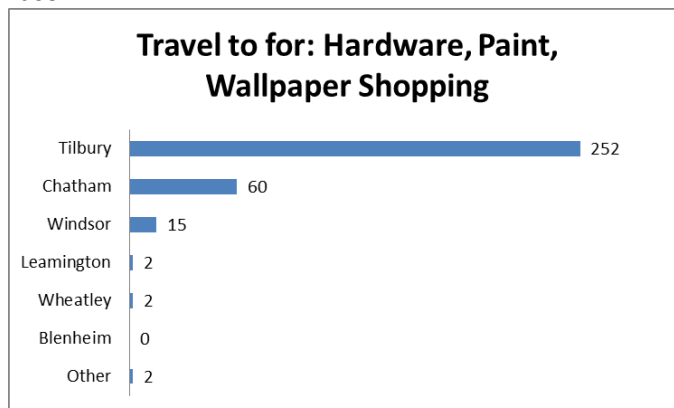
Please indicate which town you most often travel to for small repairs and construction items? (325 responses)

- For small repairs and construction items, 80% of respondents purchase from Tilbury, while 12% travel to Chatham and 6% travel to Windsor.



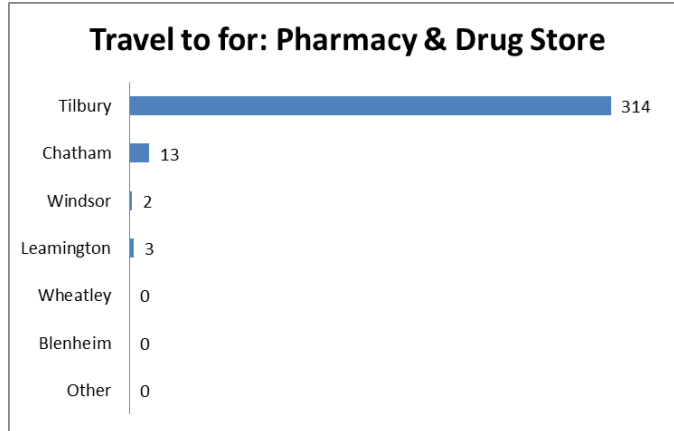
Please indicate which town you most often travel to for hardware, paint and wallpaper shopping? (333 responses)

- 76% shop in Tilbury for their hardware, paint and wallpaper, while 18% travel to Chatham and 5% travel to Windsor.



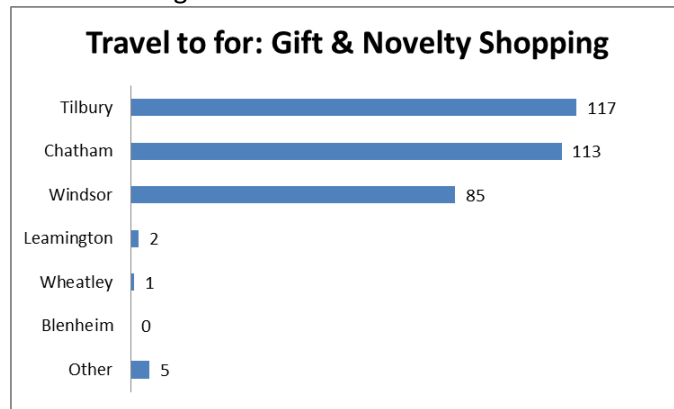
Please indicate which town you most often travel to for pharmacy? (332 responses)

- 95% visit pharmacies and drug stores in Tilbury, while 4% travel to Chatham for these items.



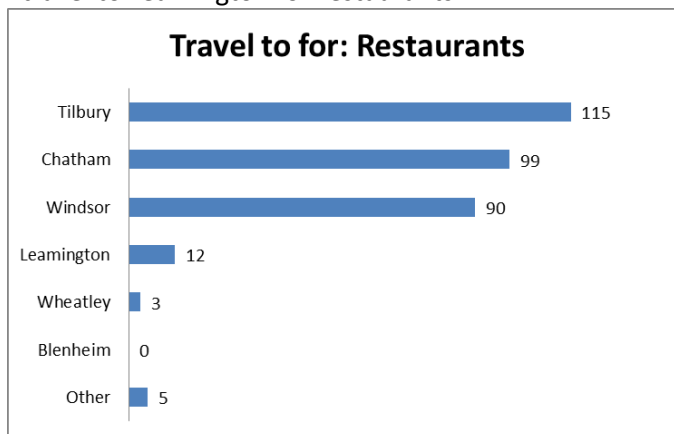
Please indicate which town you most often travel to for gift and novelty shopping? (323 responses)

- 36% of respondents shop in Tilbury for their gift and novelty items, 35% noted doing so in Chatham and 26% noted doing so in Windsor.



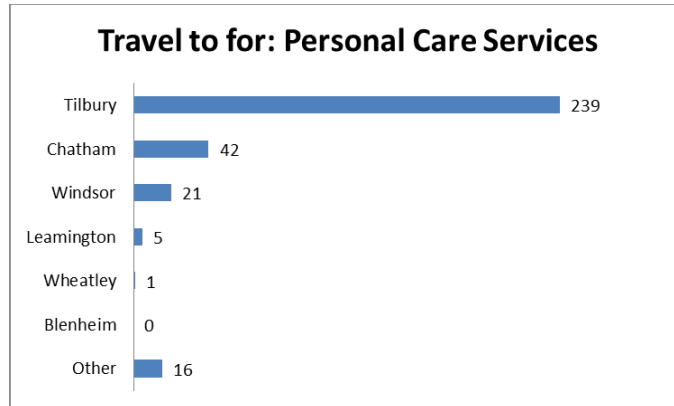
Please indicate which town you most often travel to for restaurants? (324 responses)

- 35% of respondents dine at restaurants in Tilbury, while 31% travel to Chatham, 28% travel to Windsor and 4% travel to Leamington for restaurants.



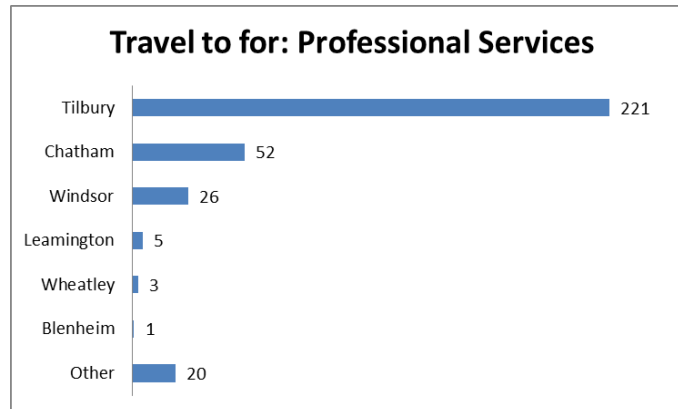
Please indicate which town you most often travel to for personal care services? (324 responses)

- 74% visit personal care services (hair salon, aesthetician, etc.) in Tilbury, 13% noted travelling to Chatham, 6% travel to Windsor and 5% travel to other destination for this activity.



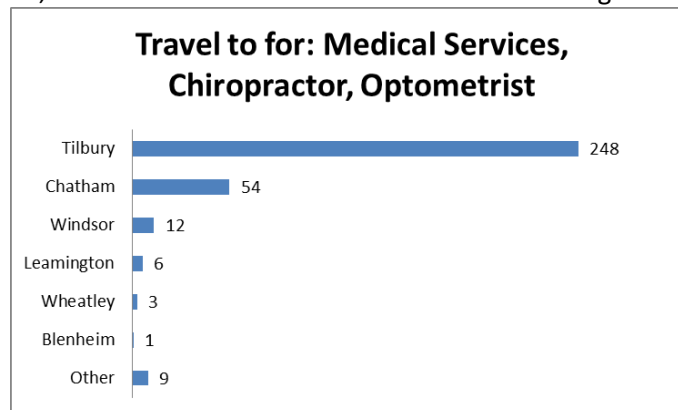
Please indicate which town you most often travel to for professional services? (328 responses)

- 67% visit Tilbury for professional services (accounting, insurance, legal, etc.), while 16% travel to Chatham, 8% travel to Windsor and 6% travel to other destinations for such services.



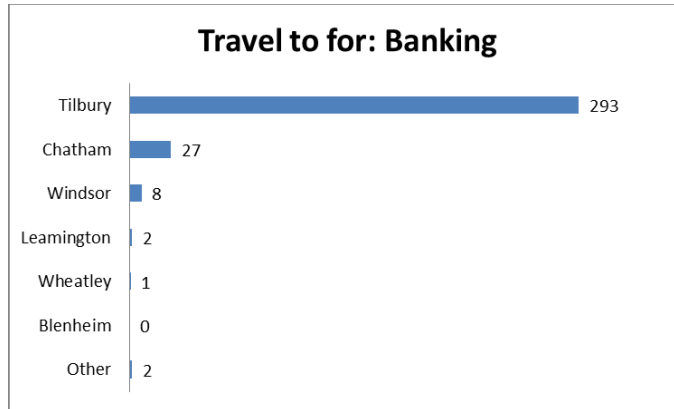
Please indicate which town you most often travel to for medical services, chiropractor and optometrist? (333 responses)

- 74% of respondents visit medical services, chiropractors and optometrists in Tilbury, while 16% travel to Chatham, 4% travel to Windsor and 2% travel to Leamington for these appointments.



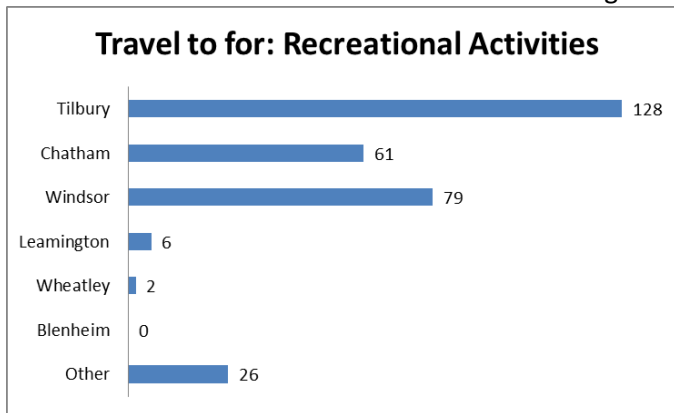
Please indicate which town you most often travel to for banking? (333 responses)

- 88% of respondents do their banking in Tilbury, 8% do banking in Chatham and 2% do so in Windsor.



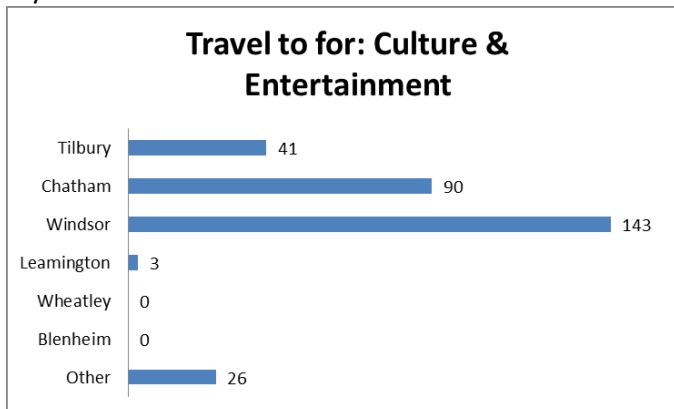
Please indicate which town you most often travel to for recreational activities? (302 responses)

- 42% participate in recreational activities in Tilbury, 26% do so in Windsor, 20% do so in Chatham, 9% travel to other destinations and 2% travel to Leamington.



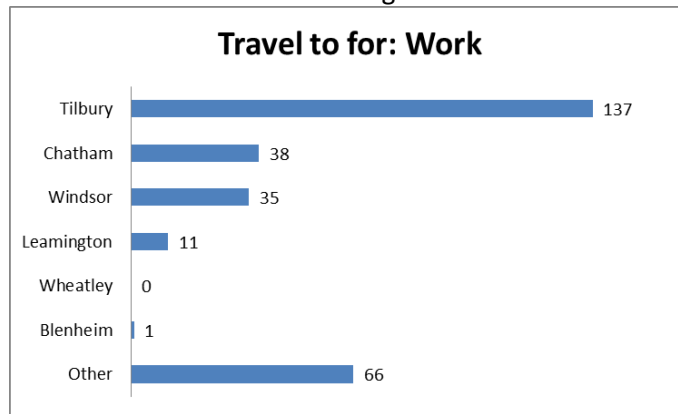
Please indicate which town you most often travel to for culture and entertainment? (303 responses)

- 47% of respondents travel to Windsor for culture and entertainment, 30% travel to Chatham, 14% stay in Tilbury and 9% travel to other destinations for such activities.



Please indicate which town you most often travel to for work? (288 responses)

- 48% of respondents work in Tilbury, 23% work in other destinations, 13% travel to Chatham, 12% travel to Windsor and 4% travel to Leamington for work.



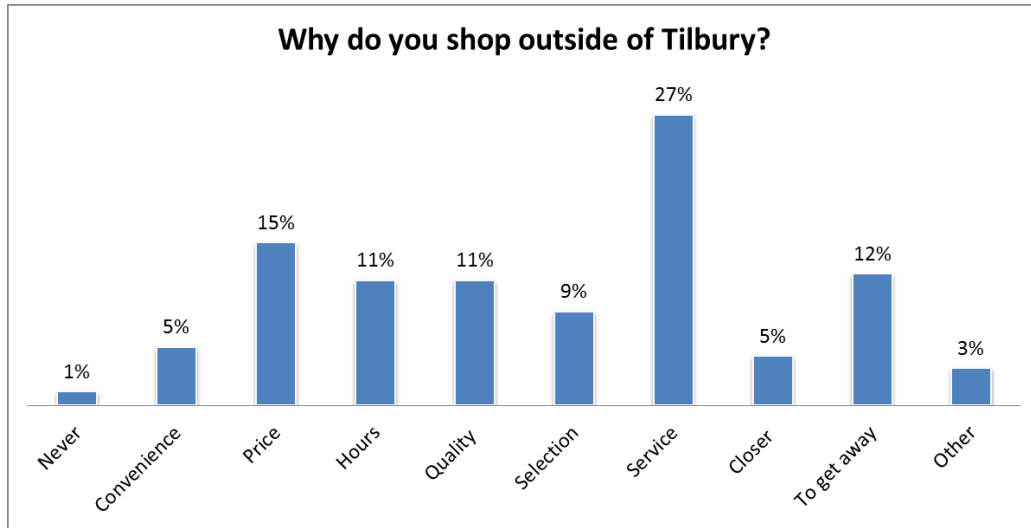
WHY DO YOU SHOP OUTSIDE OF TILBURY?

Responses: 906

Cases: 333

Respondents were instructed to "select all that apply"

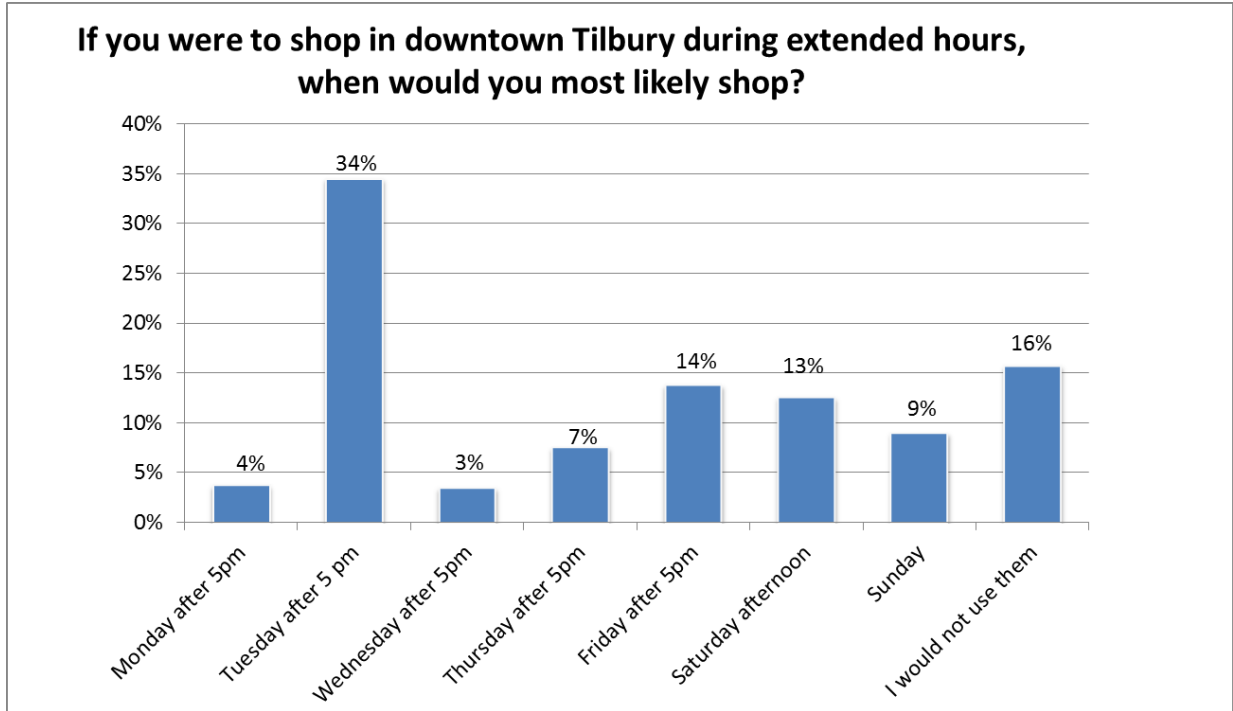
- 27% of respondents shop outside of Tilbury for the service, 15% shop elsewhere for price, 12% shop elsewhere to get away, 11% shop elsewhere for hours of operation, 11% shop elsewhere for quality, 9% shop elsewhere for the selection, 5% shop elsewhere for convenience, 5% shop elsewhere because it's closer to work and 3% shop elsewhere for other reasons.



IF YOU WERE TO SHOP IN DOWNTOWN TILBURY DURING EXTENDED HOURS, WHEN WOULD YOU MOST LIKELY SHOP?

Responses: 332

- 34% of respondents noted they would most likely use extended hours on Tuesday after 5pm, 16% of respondents noted that they would not use extended hours, 14% suggested Friday after 5pm, 13% suggested Saturday afternoon, 9% suggested Sunday, 7% suggested Thursday after 5pm, 4% suggested Monday after 5pm and 3% suggested they would most likely use extended hours on Wednesday after 5pm.



BUSINESS ENVIRONMENT

HOW STRONGLY DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS?

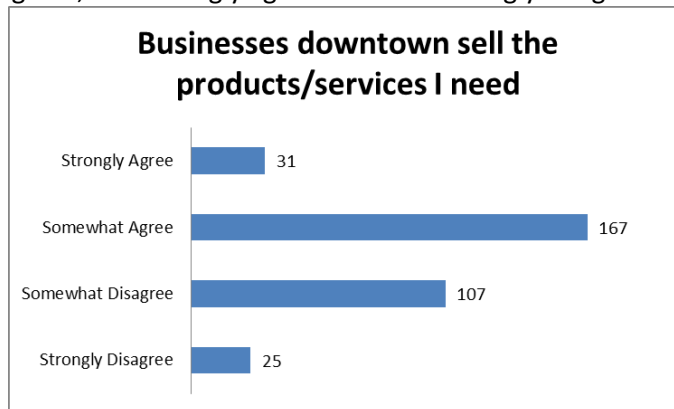
Stores in the downtown are open when I want to shop (330 responses)

- 40% “somewhat agree” that stores in the downtown are open when they want to shop, 38% “strongly agree”, 15% “somewhat disagree” and 6% “strongly disagree”.



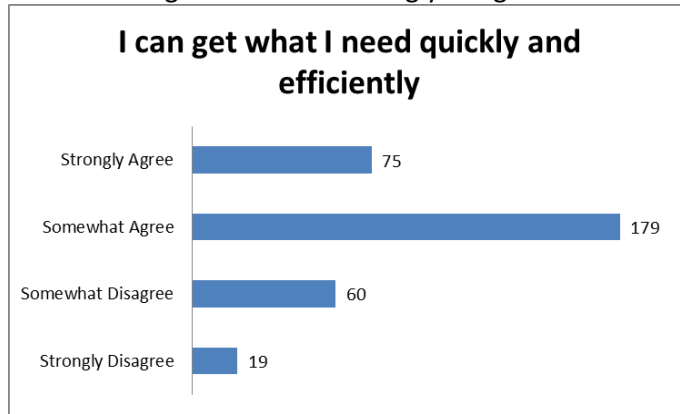
Businesses downtown sell the products/services I need (330 responses)

- 51% “somewhat agree” that business downtown sell the products and services they want, 32% “somewhat disagree”, 9% “strongly agree” and 8% “strongly disagree”.



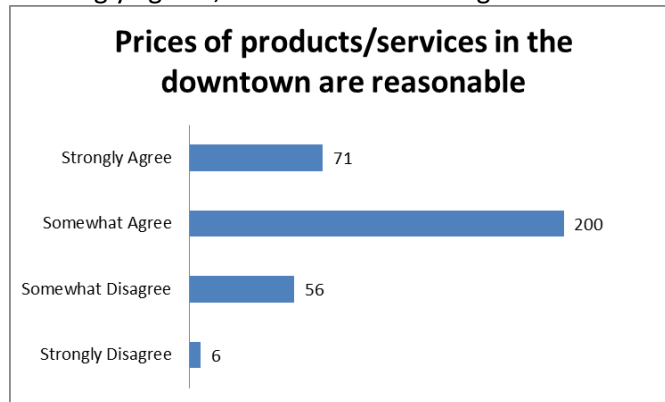
I can get what I need quickly and efficiently (333 responses)

- 54% “somewhat agree” that they can get what they need quickly and efficiently, 23% “strongly agree”, 18% “somewhat disagree” and 5% “strongly disagree”.



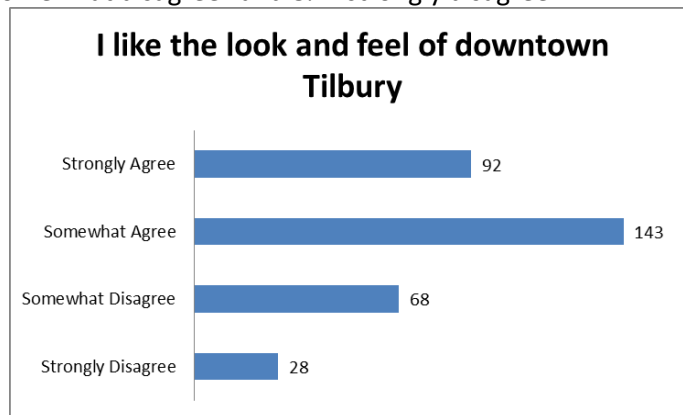
Prices of products/services in the downtown are reasonable (333 responses)

- 60% “somewhat agree” that the prices of products and services in the downtown are reasonable, 21% “strongly agree”, 17% “somewhat disagree” and 2% “strongly disagree”.



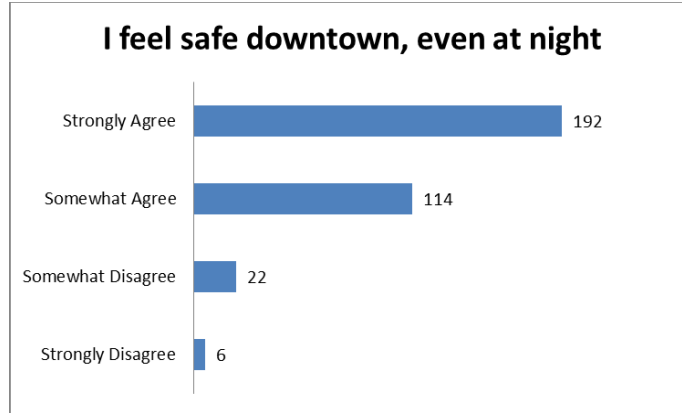
I like the look and feel of downtown Tilbury (331 responses)

- 43% “somewhat agree” that they like the look and feel of downtown Tilbury, 28% “strongly agree”, 21% “somewhat disagree” and 8% “strongly disagree”.



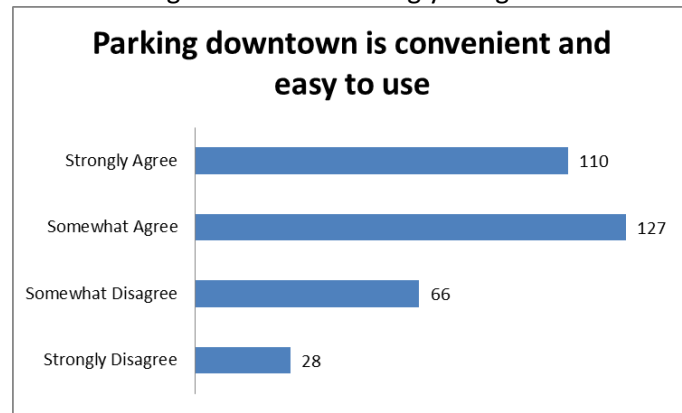
I feel safe downtown, even at night (334 responses)

- 57% “strongly agree” that they feel safe downtown, even at night, 34% “somewhat agree”, 7% “somewhat disagree” and 2% “strongly disagree”.



Parking downtown is convenient and easy to use (331 responses)

- 38% “somewhat agree” that the parking downtown is convenient and easy to use, 33% “strongly agree”, 20% “somewhat disagree” and 8% “strongly disagree”.



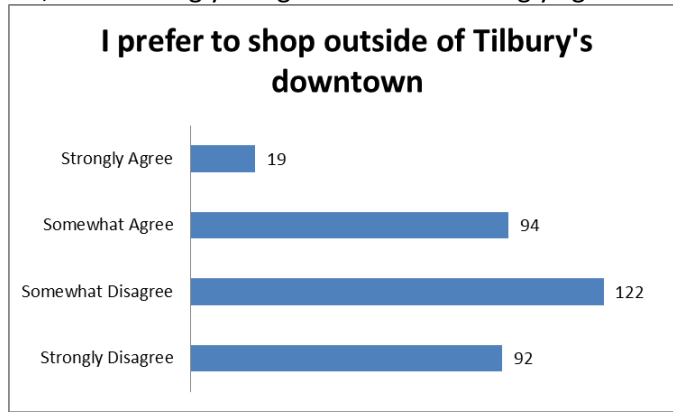
I try to shop locally whenever possible (334 responses)

- 62% “strongly agree” that they try to shop locally whenever possible, 32% “somewhat agree”, 5% “somewhat disagree” and 1% “strongly disagree”.



I prefer to shop outside of Tilbury's downtown (327 responses)

- 37% “somewhat disagree” that they prefer to shop outside of Tilbury's downtown, 29% “somewhat agree”, 28% “strongly disagree” and 6% “strongly agree”.



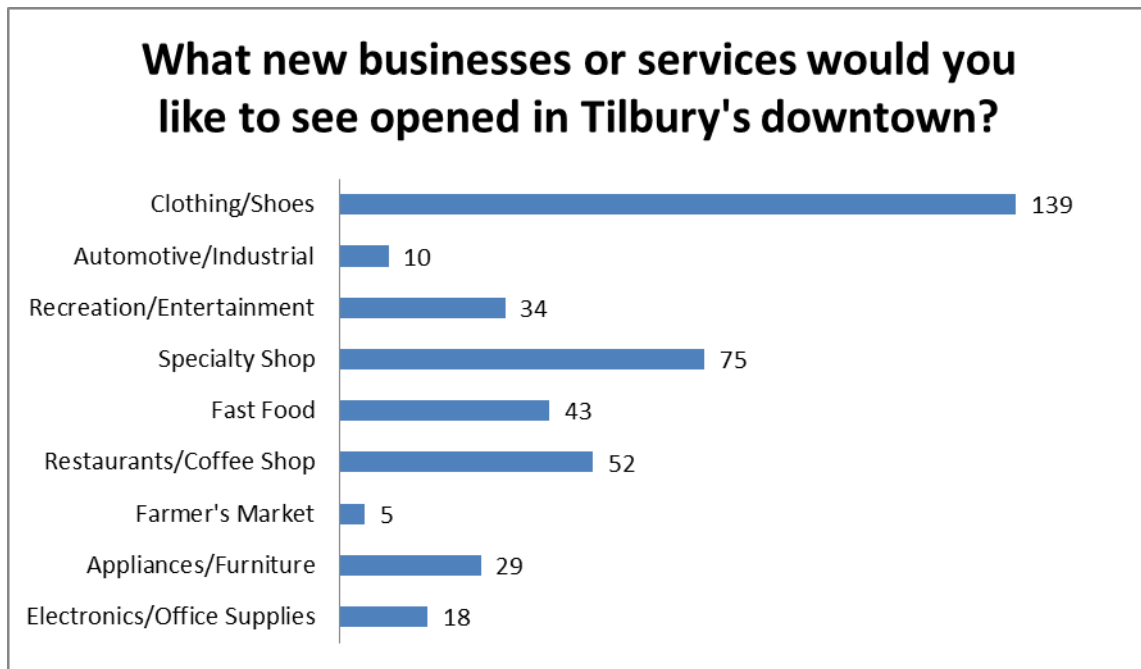
WHAT NEW BUSINESSES OR SERVICES WOULD YOU LIKE TO SEE OPENED IN TILBURY'S DOWNTOWN?

Responses: 405

Number of cases: 236

This was an open-ended question.

- 34% of respondents would like to see retail clothing and shoe stores opened. 19% would like to see various specialty shops opened. 13% would like to see more restaurants/coffee shops. 11% would like to see fast food restaurants. 8% would like to see more recreation/entertainment options. 7% would like to see appliance and furniture stores. 4% would like to see electronics and office supply stores. 2% would like to see automotive/industrial stores. 1% of respondents would like to see a farmer's market in Tilbury's downtown.



All answers were coded into nine reoccurring themes. Specific suggestions within these nine categories include:

Clothing/Shoes: Mark's work warehouse, Wal-Mart, Reitman's, Winners, accessories, women's clothing, men's clothing, children's clothing, shoes for all ages and swimsuits.

Fast Food: McDonalds, A&W, Burger King, Taco Bell and Wendy's.

Restaurants: Internet café, family restaurants, bar/pub, outdoor patio.

Automotive/Industrial: Automated Car Wash, taxi service and industry.

Recreation/Entertainment: Art Gallery, indoor pool, volleyball nets, dog park, cooking lessons, movie theatre, women's gym, gymnastic classes, activities for teenagers, paintball course, bingo, intramural sports.

Specialty Shops: Pet store, bookstore, novelty gifts, butcher, bulk/health food store, fabric, craft and textile supplies, dry cleaners, movie theatre, hunting and fishing supplies.

Electronics: Video games.

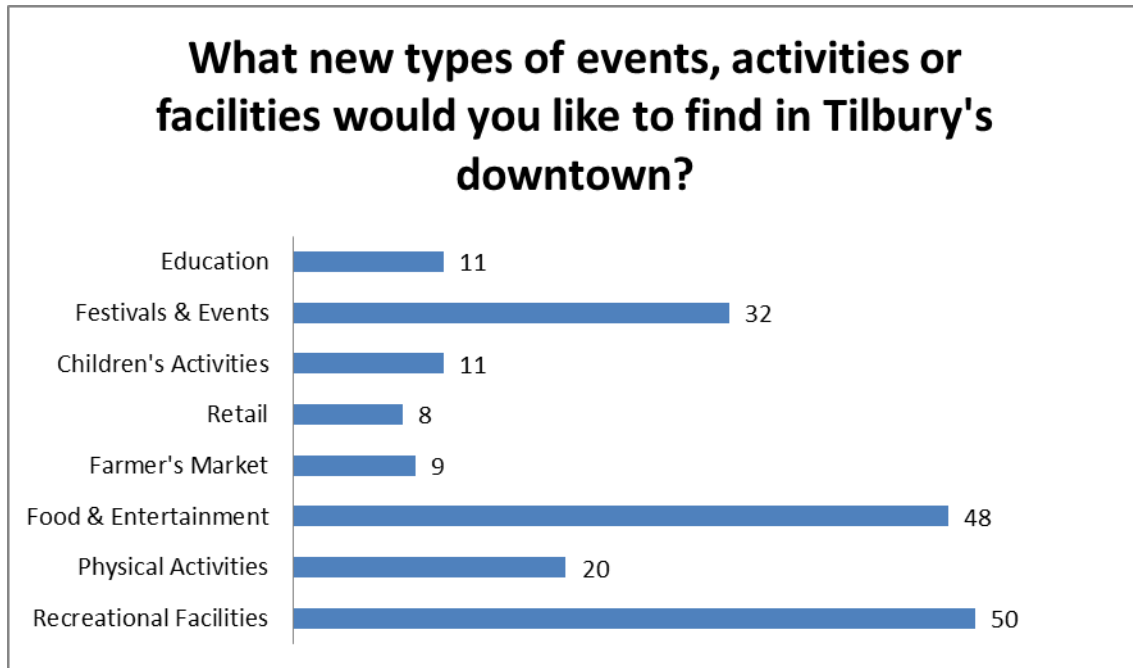
WHAT NEW TYPES OF EVENTS, ACTIVITIES OR FACILITIES WOULD YOU LIKE TO FIND IN TILBURY'S DOWNTOWN?

Responses: 189

Number of Cases: 142

This was an open-ended question.

- 26% of respondents would like to find new recreational facilities in Tilbury's downtown. 25% would like to find new food and entertainment opportunities. 17% would like to find new festivals and events downtown and 11% would like to find new physical activities. 6% would like to find new activities for children and another 6% would like to find new educational opportunities. 5% would like to find a farmer's market and an additional 4% of respondents would like to find new retail options in Tilbury's downtown.



All answers were coded into eight reoccurring themes. Specific suggestions within these eight categories include:

Recreational Facilities: More benches, public washrooms, indoor pool, dance hall, bike racks, splash pad, dog park, public garden, outdoor skating rink, communal square, water fountain.

Food and Entertainment: Bakery, bingo hall, movie theatre, charitable fundraisers, restaurants.

Education: Music lessons, cultural centre, after school programs, cooking classes, dog training, knitting classes, help for small businesses, weightwatchers, visitor centre, historical tours, public bulletin board.

Physical Activities: Yoga classes, walking trails, gymnastics, aerobics classes.

Festivals and Events: Town fair, Flea Market, Christmas in July, outdoor concert series, street dances, car enthusiasm events, more sidewalk sales, cultural activities, winter carnival/festival of lights

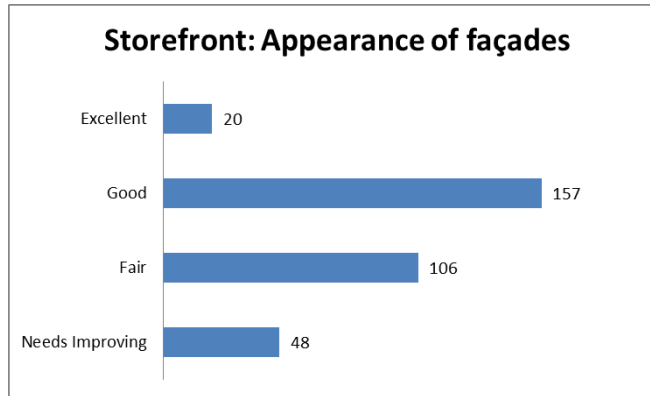
Children's activities: Indoor play land, children's safety village.

DOWNTOWN FEATURES

USING THE SCALE PROVIDED, PLEASE RATE THE FOLLOWING ASPECTS OF TILBURY'S DOWNTOWN

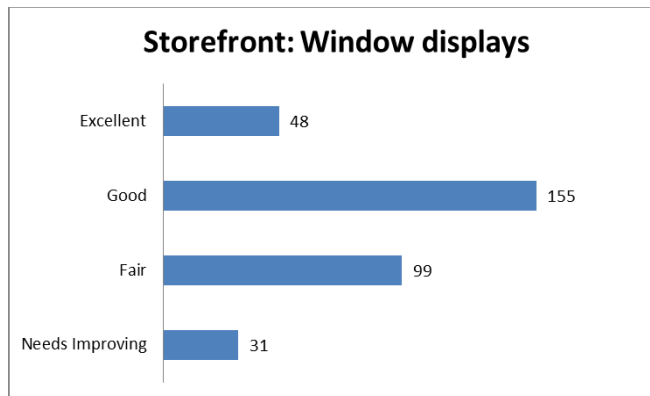
Storefront: Appearance of façades (331 responses)

- 47% rated “storefront – appearance of facades” as good, 32% rated as fair, 15% rated as needs improving and 6% rated as excellent.



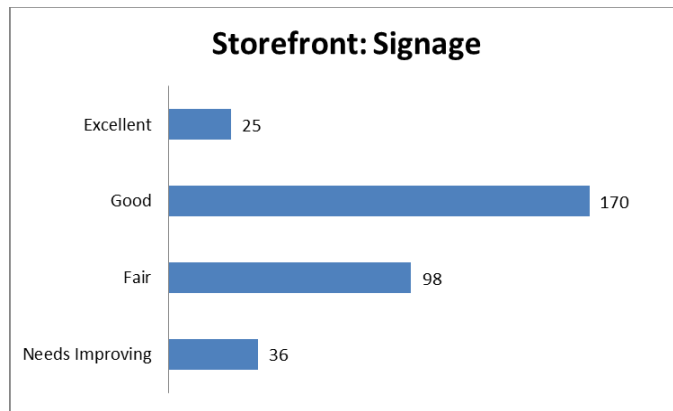
Storefront: Window displays (333 responses)

- 47% rated “storefront-window displays” as good, 30% rated as fair, 14% rated as excellent and 9% rated as needs improving.



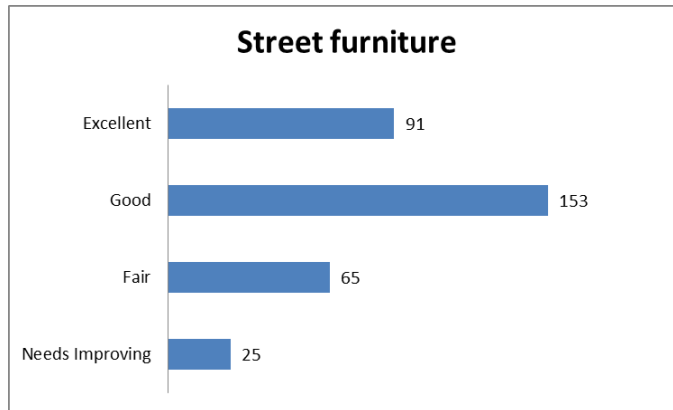
Storefront: Signage (329 responses)

- 52% rated “storefront – signage” as good, 30% rated as fair, 11% rated as needs improving and 8% rated as excellent.



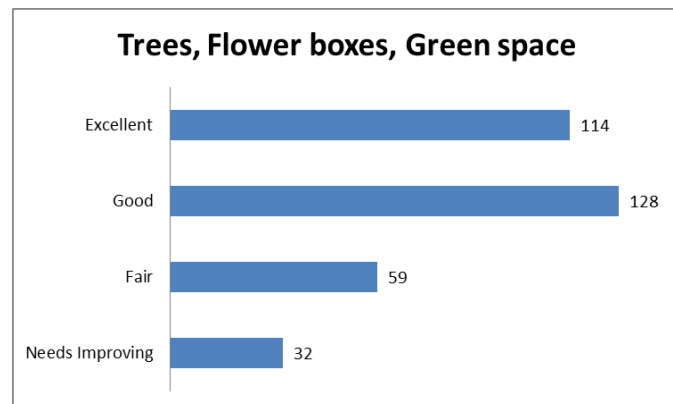
Street Furniture (333 responses)

- 46% rated “street furniture” as good, 27% rated as excellent, 19% rated as fair and 7% rated as needs improving.



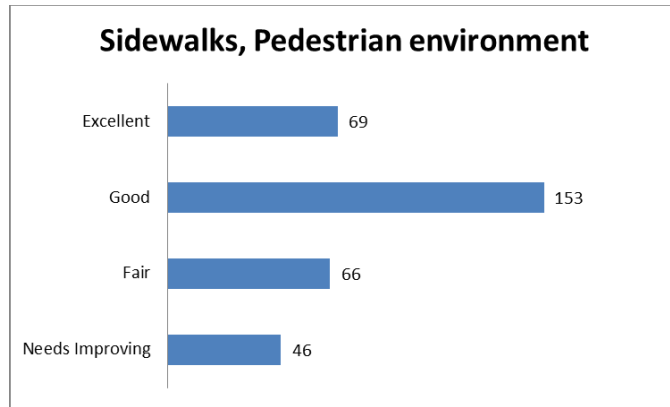
Trees, flower boxes, green space (334 responses)

- 38% rated “trees, flower boxes, green space” as good, 34% rated as excellent, 18% rated as fair and 10% rated as needs improving.



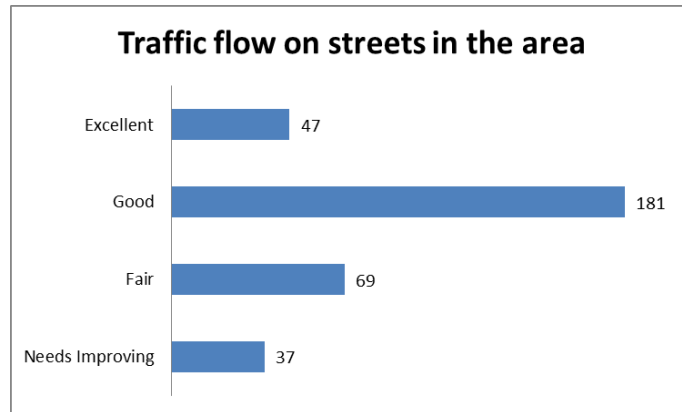
Sidewalks, pedestrian environment (334 responses)

- 46% rated “sidewalks, pedestrian environment” as good, 21% rated as excellent, 20% rated as fair and 14% rated as needs improving.



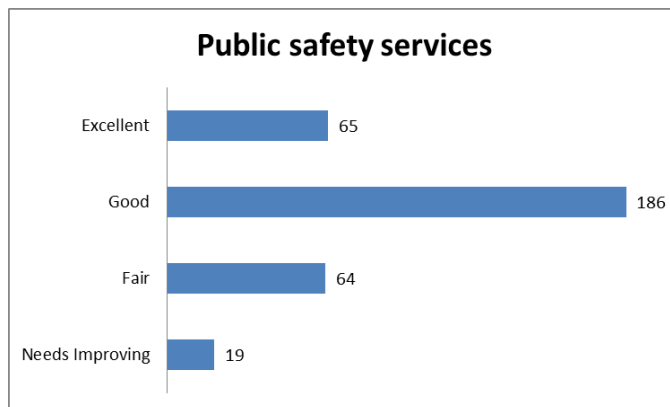
Traffic flow on streets in the area (334 responses)

- 54% rated “traffic flow on streets in the area” as good, 21% rated as fair, 14% rated as excellent and 11% rated as needs improving.



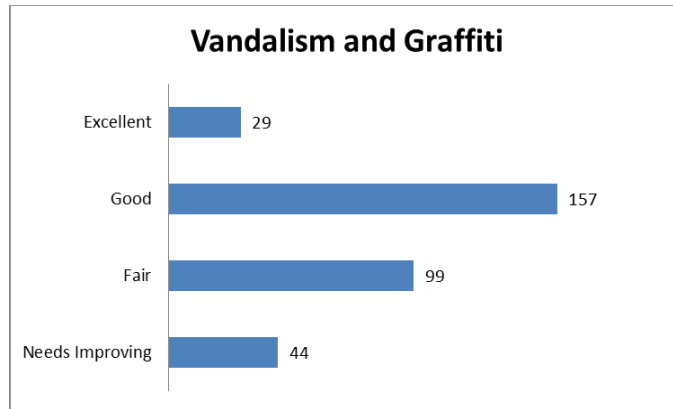
Public safety services (334 responses)

- 56% rated “public safety services” as good, 19% rated as excellent, 19% rated as fair and 6% rated as needs improving.



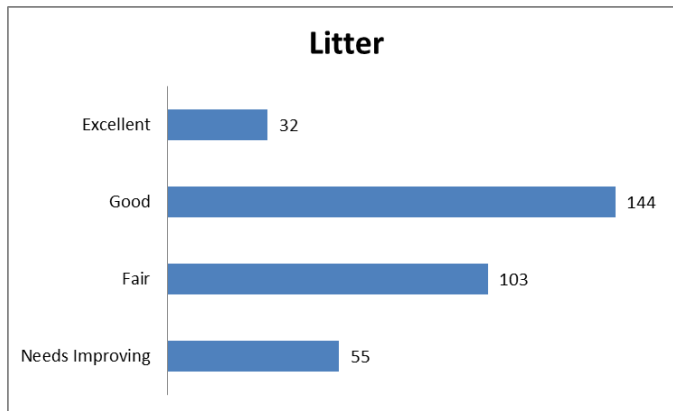
Vandalism and graffiti (329 responses)

- 48% rated “vandalism and graffiti” as good, 30% rated as fair, 13% rated as needs improving and 9% rated as excellent.



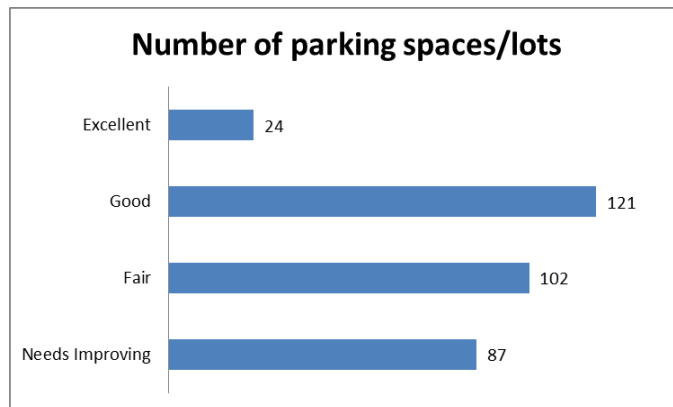
Litter (334 responses)

- 43% rated “litter” as good, 31% rated as fair, 16% rated as needs improving and 10% rated as excellent.



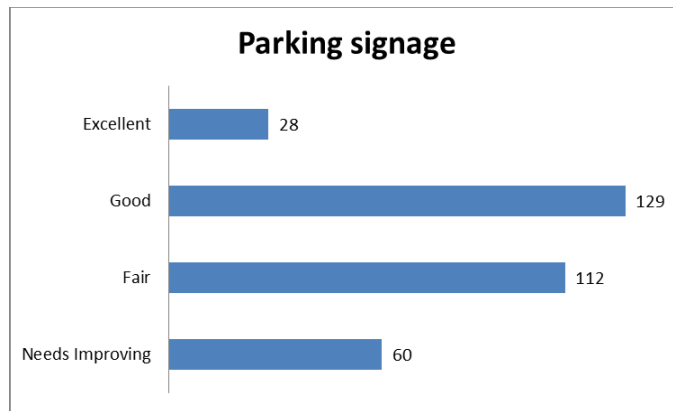
Number of parking spaces/lots (334 responses)

- 36% rated “number of parking spaces/lots” as good, 31% rated as fair, 26% rated as needs improving and 7% rated as excellent.



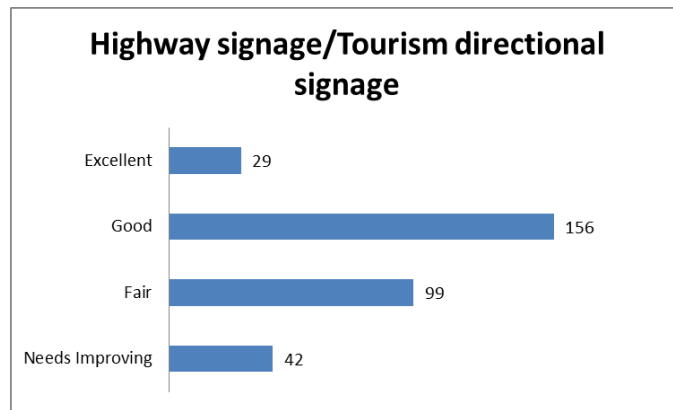
Parking signage (329 responses)

- 39% rated “parking signage” as good, 34% rated as fair, 18% rated as needs improving and 9% rated as excellent.



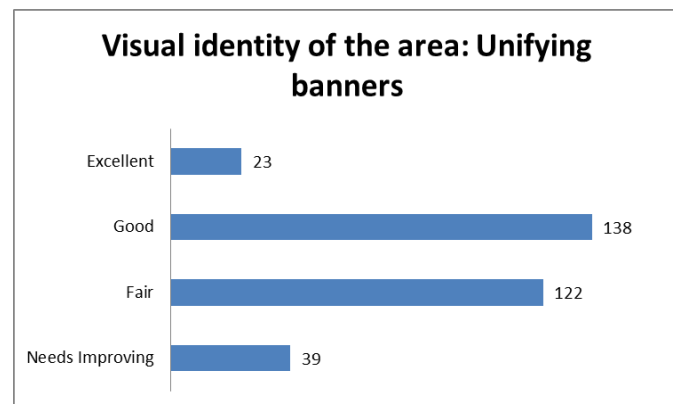
Highway signage and tourism directional signage (326 responses)

- 48% rated “highway signage/tourism directional signage” as good, 30% rated as fair, 13% rated as needs improving and 9% rated as excellent.



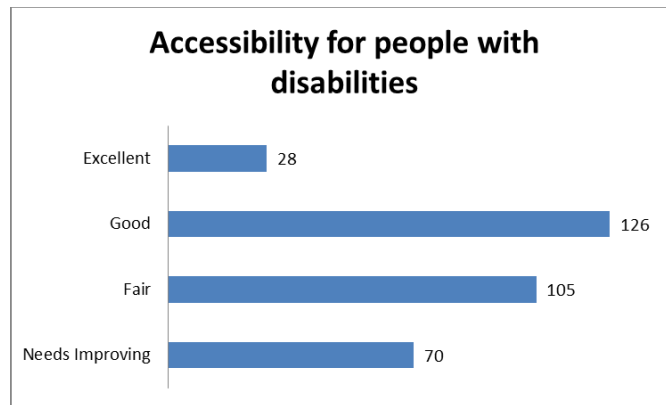
Visual identity of the area: Unifying banners (322 responses)

- 43% rated “visual identity of the area – unifying banners” as good, 38% rated as fair, 12% rated as needs improving and 7% rated as excellent.



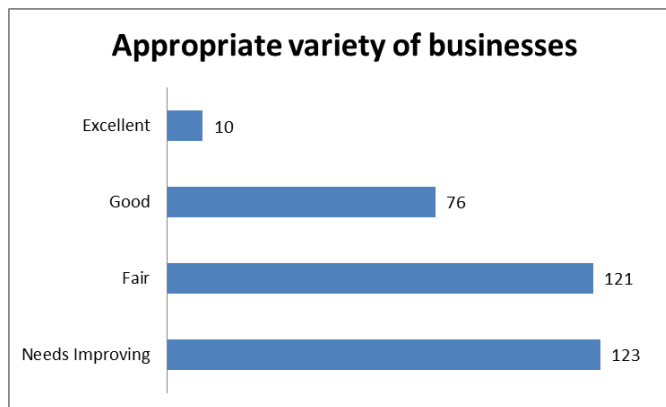
Accessibility for people with disabilities (329 responses)

- 38% rated “accessibility for people with disabilities” as good, 32% rated as fair, 21% rated as needs improving and 9% rated as excellent.



Appropriate variety of businesses (330 responses)

- 37% rated “appropriate variety of businesses” as needs improving, another 37% rated as fair, 23% rated as good and 3% rated as excellent.



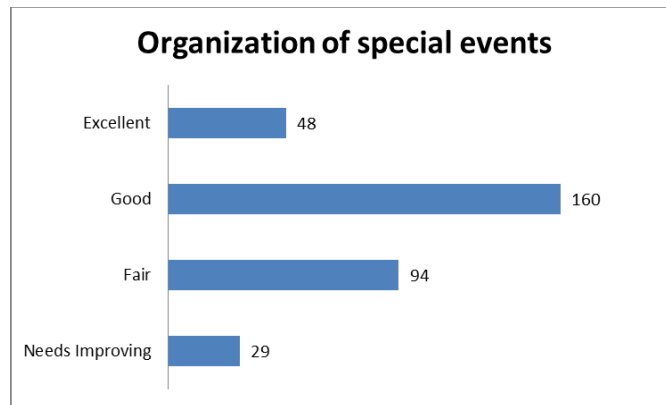
Number of store vacancies/turnover (328 responses)

- 57% rated “number of store vacancies/turnover” as needs improving, 31% rated as fair, 11% rated as good and 1% rated as excellent.



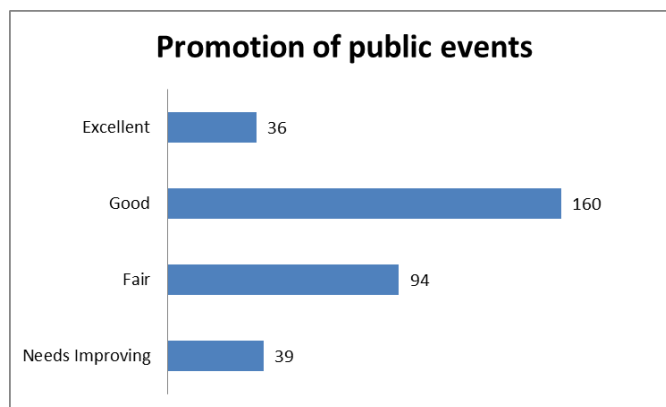
Organization of special events (331 responses)

- 48% rated “organization of special events” as good, 28% rated as fair, 15% rated as excellent and 9% rated as needs improving.



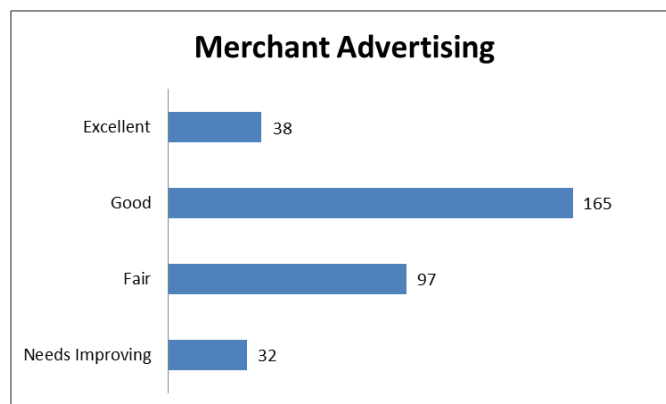
Promotion of public events (329 responses)

- 49% rated “promotion of public events” as good, 48% rated as fair, 12% rated as needs improving and 11% rated as excellent.



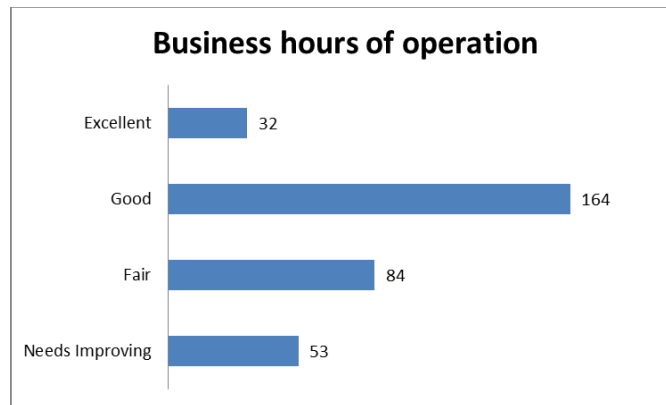
Merchant Advertising (332 responses)

- 50% rated “merchant advertising” as good, 29% rated as fair, 11% rated as excellent and 10% rated as needs improving.



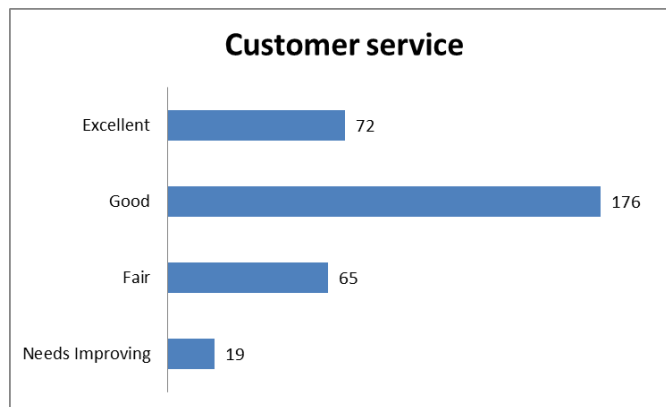
Business hours of operation (333 responses)

- 49% rated “business hours of operation” as good, 25% rated as fair, 16% rated as needs improving and 10% rated as excellent.



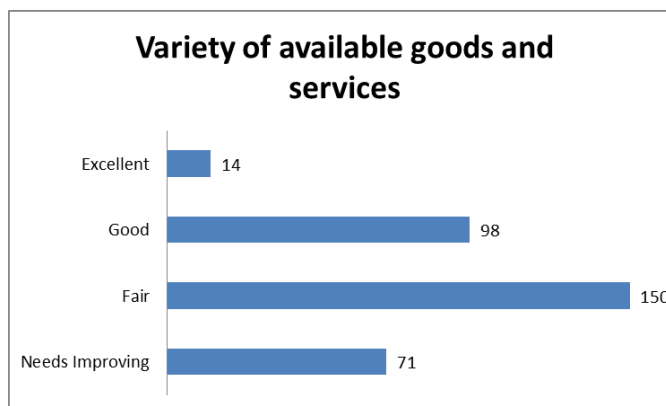
Customer service (332 responses)

- 53% rated “customer service” as good, 22% rated as excellent, 19% rated as fair and 6% rated as needs improving.



Variety of available goods and services (333 responses)

- 45% rated “variety of available goods and services” as fair, 29% rated as good, 21% rated as needs improving and 4% rated as excellent.



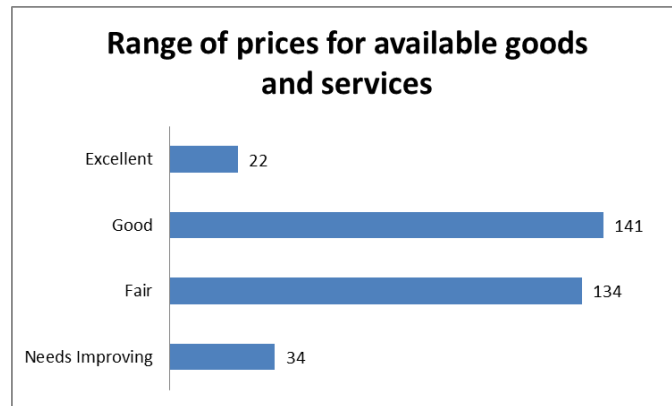
Quality of available goods and services (328 responses)

- 48% rated “quality of available goods and services” as good, 33% rated as fair, 12% rated as needs improving and 8% rated as excellent.



Ranges of prices for available goods and services (331 responses)

- 43% rated “range of prices for available goods and services” as good, 40% rated as fair, 10% rated as needs improving and 7% rated as excellent.



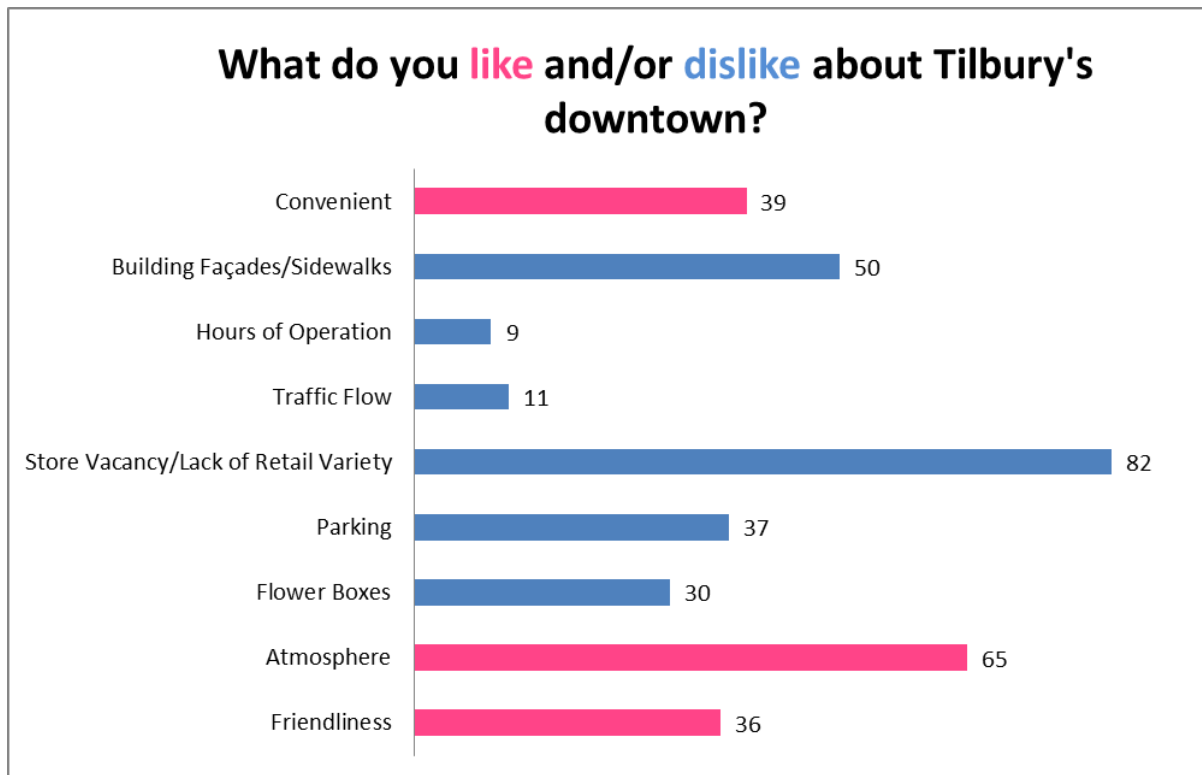
WHAT DO YOU LIKE AND/OR DISLIKE ABOUT TILBURY'S DOWNTOWN?

Responses: 359

Number of Cases: 265

This was an open-ended question.

- 23% noted that they dislike the store vacancies and the lack of retail variety in the downtown. 18% like the friendly small-town atmosphere and the community spirit exhibited by residents and merchants. 14% dislike the building façades noting that several are rundown and need updating, while the sidewalks are uneven. 11% like the convenience of the downtown, various amenities are close together. 10% dislike the lack of parking although they like that parking is free. 10% like the friendliness of the people in the downtown. 8% dislike the flower boxes noting that they are too large. 3% noted that they dislike the transport traffic and also noted the difficulty of turning left at the intersection of Queen Street and Canal Street. 3% dislike the limited hours of operation.



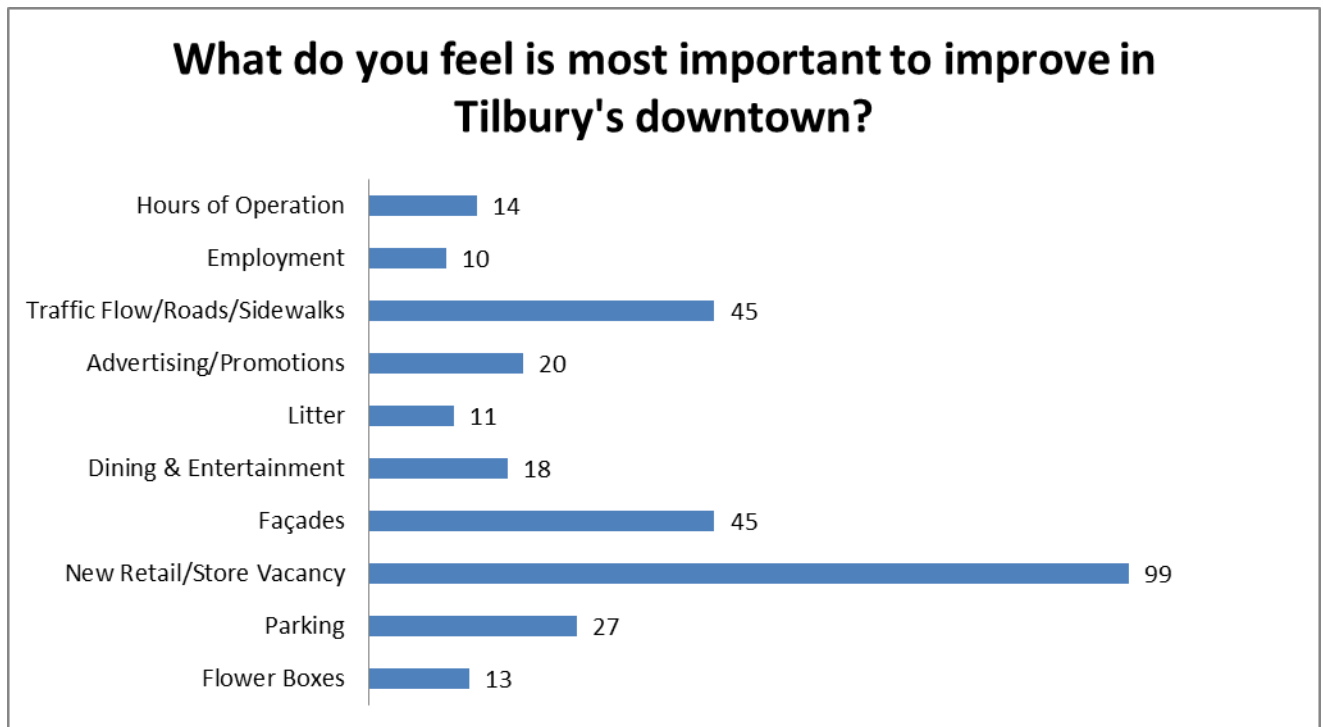
WHAT DO YOU FEEL IS MOST IMPORTANT TO IMPROVE IN TILBURY'S DOWNTOWN?

Responses: 302

Number of Cases: 245

This was an open-ended question.

- 33% of respondents felt as though it's important to improve the retail environment in the downtown and reduce the vacant storefronts. 15% felt it was important to preserve and restore building façades as these are unique to Tilbury and depict the town's history. Another 15% felt it was important to improve the traffic flow on roads, particularly at the intersection of Queen Street and Canal Street, the surface of the sidewalks and accessibility to certain businesses. 9% felt it was important to improve the availability of parking spaces and signage to parking lots. 6% felt it was important to improve advertising and promotions for activities and events, business practices and retail promotions. 6% felt it was important to provide new dining and entertainment options. 5% felt it was important to improve the consistency among hours of operation of stores in the downtown. 4% felt it was important to improve the flower boxes noting they are beautiful but are large and obstruct the view of traffic at certain locations. 4% felt it was important to decrease the litter in the streets. 3% felt it was important to create more job opportunities.



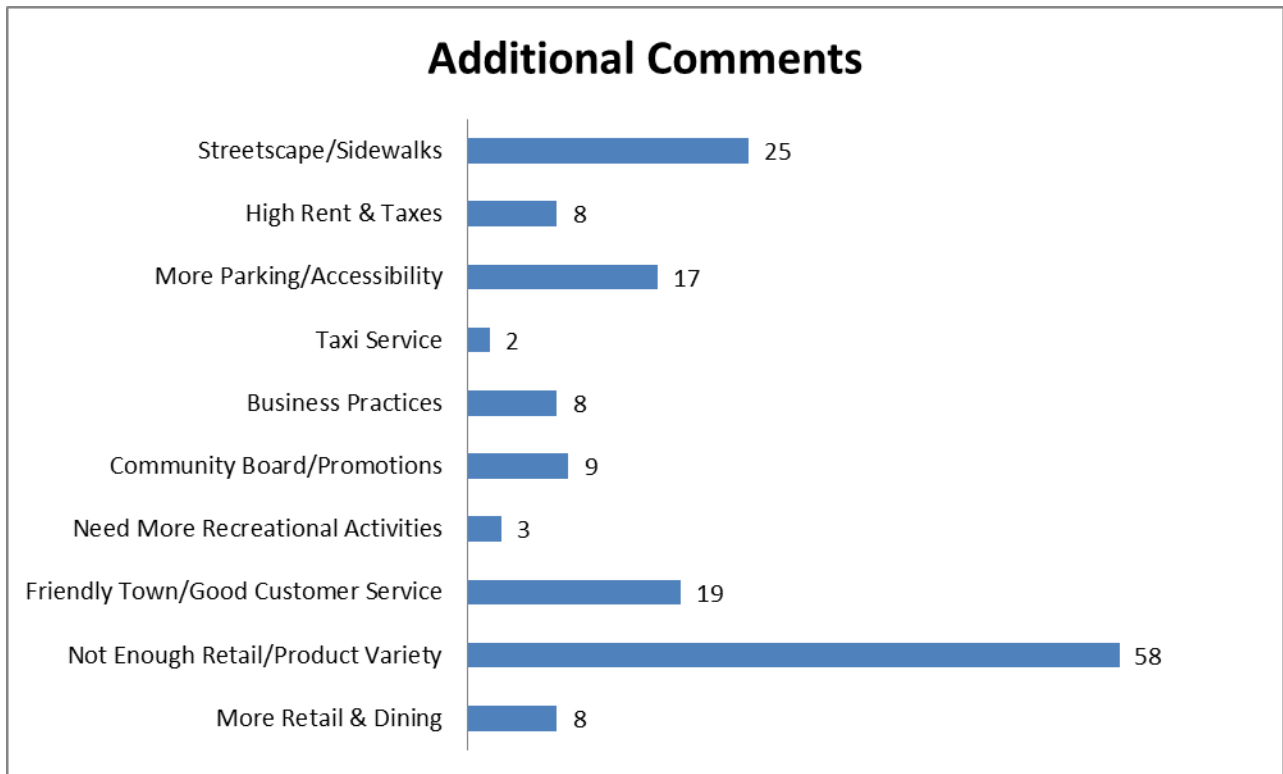
IF YOU HAVE ANY OTHER COMMENTS REGARDING THE RETAIL SHOPPING AND/OR THE SERVICES IN TILBURY'S DOWNTOWN, PLEASE ADD THEM.

Responses: 157

Number of Cases: 155

This was an open-ended question.

- 37% of respondents noted the need for more retail stores and greater product variety. 16% provided comments regarding improvements to the streetscape and/or sidewalks. 12% noted good customer service and that the town is very friendly. 11% noted the desire for more parking and enhanced accessibility. 6% would like to see a community bulletin board for announcements and promotions of local events and activities. 5% noted the cost of rent and property taxes are high. 5% noted a desire for consistent hours of operation among businesses. 2% of respondents would like more recreational activities available for all ages. 1% noted the need for a taxi service.

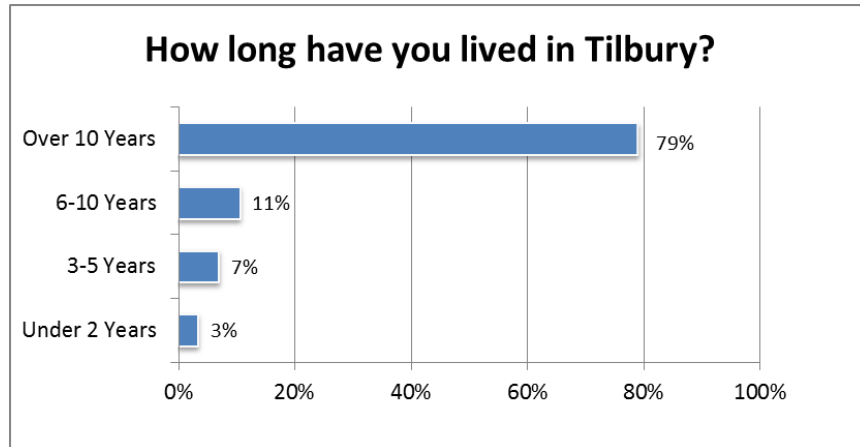


DEMOGRAPHICS

HOW LONG HAVE YOU LIVED IN TILBURY?

(331 responses)

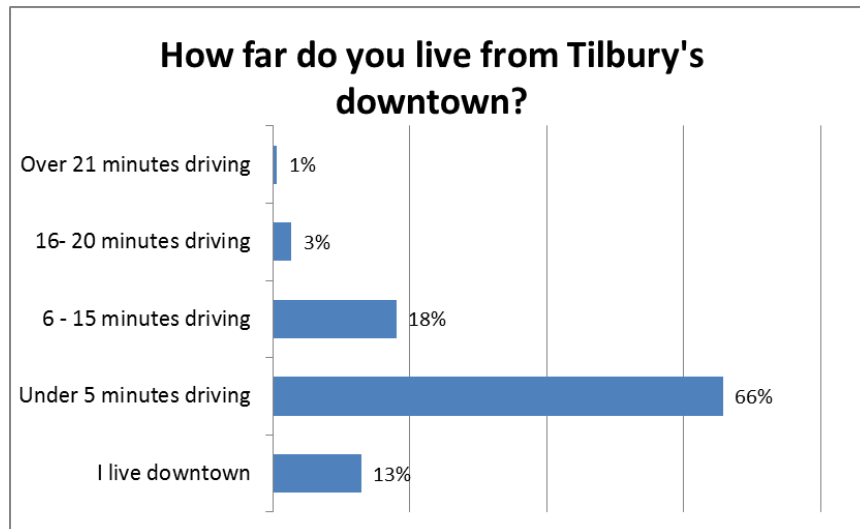
- 79% of respondents have lived in Tilbury for over 10 years, 11% lived in town for 6-10 years, 7% have resided in Tilbury for 3-5 years and 3% have lived in town for less than two years.



HOW FAR DO YOU LIVE FROM TILBURY'S DOWNTOWN?

(332 responses)

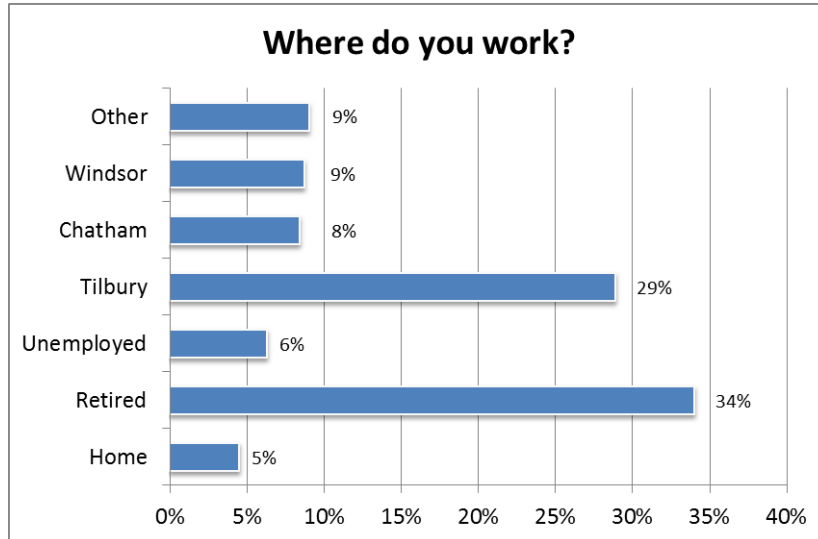
- 66% of respondents live within a five minute drive from Tilbury's downtown. 18% live within a 6-15 minute drive, 13% live downtown, 3% live within a 16-20 minute drive and 1% lives more than a 21 minute drive from Tilbury's downtown.



WHERE DO YOU WORK?

(332 responses)

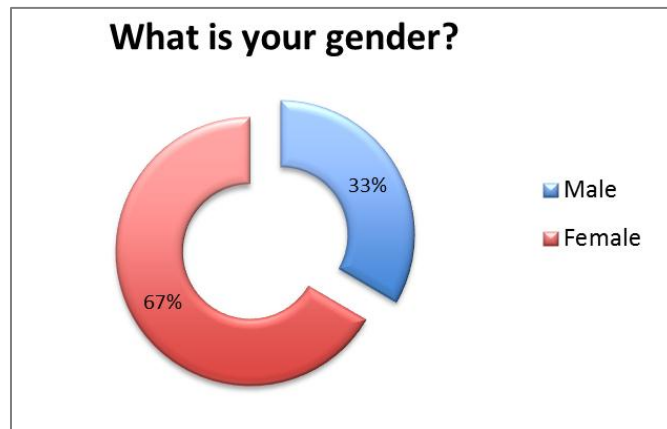
- 34% of respondents were retired, while 29% work in Tilbury. 9% work in other locations, while another 9% work in Windsor and 8% work in Chatham. 6% of respondents were unemployed and 5% operate home-based businesses.



WHAT IS YOUR GENDER?

(317 responses)

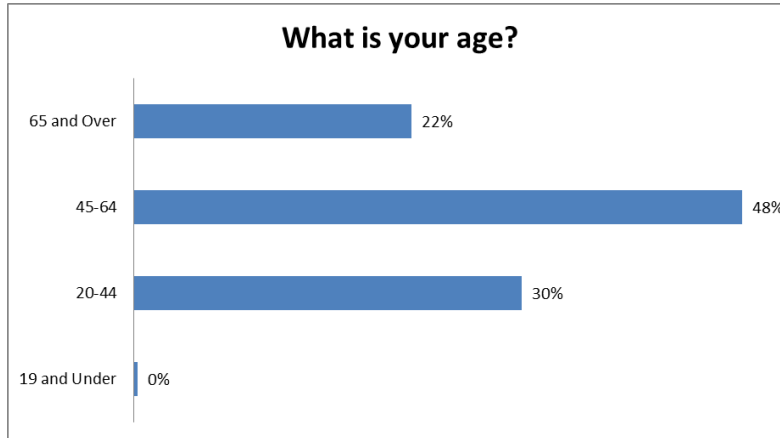
- 67% of respondents were female, while 33% were male.



WHAT IS YOUR AGE?

(313 responses)

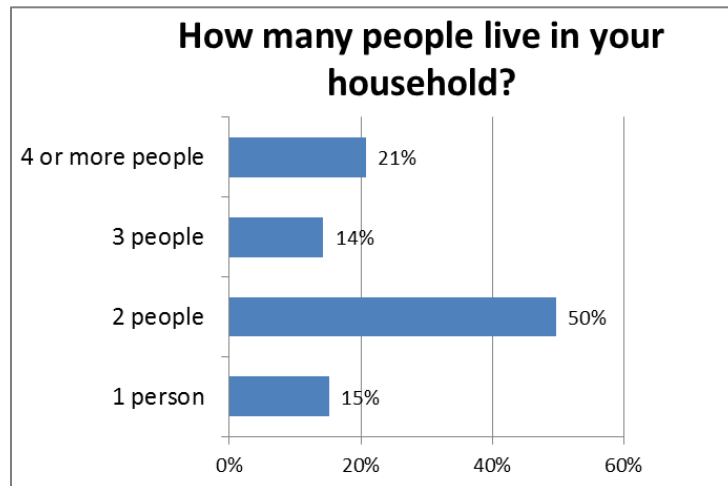
- 48% of respondents were aged 45-64, 30% were aged 20-44, and 22% were aged 65 and over.



HOW MANY PEOPLE LIVE IN YOUR HOUSEHOLD?

(321 responses)

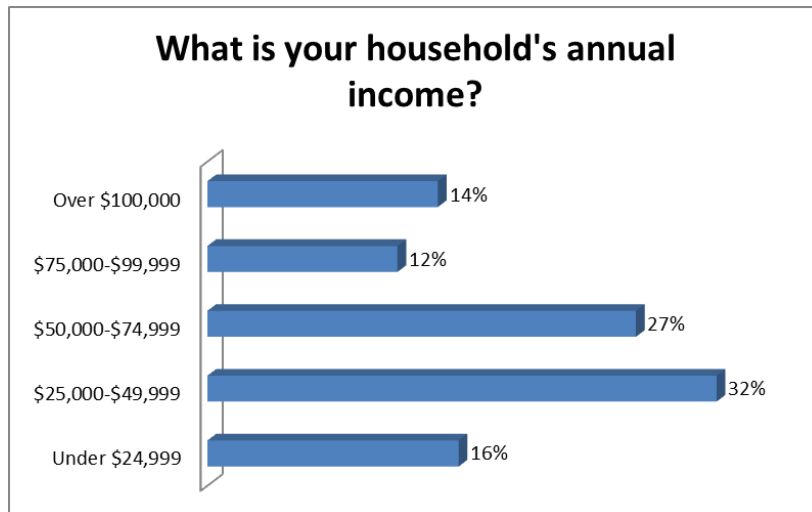
- 50% of respondents live in a two person household, 21% have four or more people living in the household, 15% live alone and 14% live in a three person household.



WHAT IS YOUR HOUSEHOLD'S ANNUAL INCOME?

(237 responses)

- 32% of respondents have a household annual income of \$25,000-\$49,000. 27% have a household annual income of \$50,000-\$74,999, 16% noted an income of less than \$24,000, 14% noted an income of more than \$100,000 and 12% noted an income of \$75,000-\$99,999.



WHAT COMMUNITY EVENTS HAVE YOU ATTENDED IN THE PAST YEAR?

Responses: 1215

Number of Cases: 292

Respondents were instructed to "select all that apply".

In order of attendance: Santa Claus parade, Moonlight Madness, Family FunFest, Canada Day Fireworks, Summer Sidewalk sales, Family FunFest parade, Remembrance Day service, Easter Egg Hunt and Culture on Queen events.

