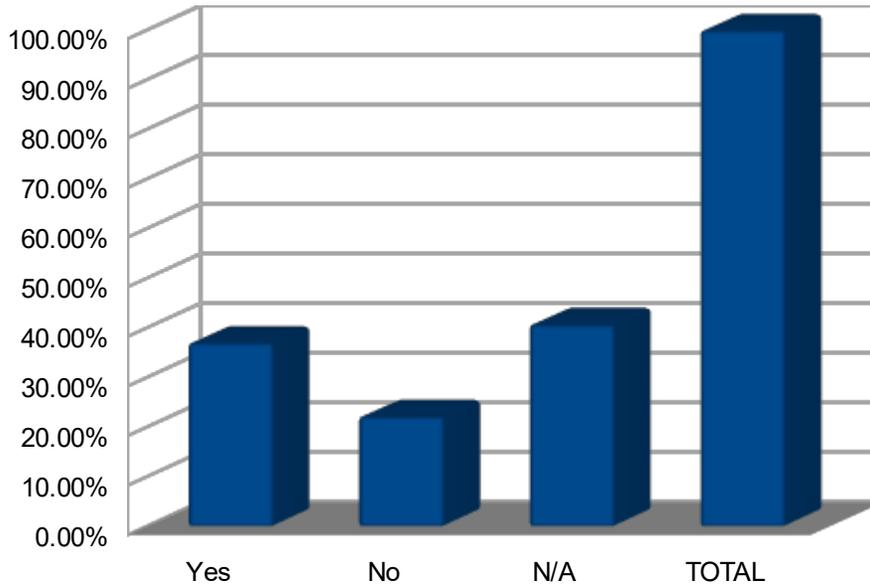


Shop Tweed's Backyard Survey Results

Q1 Would your business be interested in participating in the Shop Tweed's Backyard campaign?



Q2 If Yes, What type of promotion could you see your business running?

- Contest
- discount on event tickets
- gift card draw, discount
- Give a 20% Discount on one sewing project a year
- Haircut discounts
- We would offer discount on tickets to our events.
- Small discount
- Don't own a business
- A discount or a free gift with a purchase over an amount. Not sure what else.
- discounts, free item with purchase
- Some form of discount on theatre tickets. We could maybe do special discount performance dates for card holders?

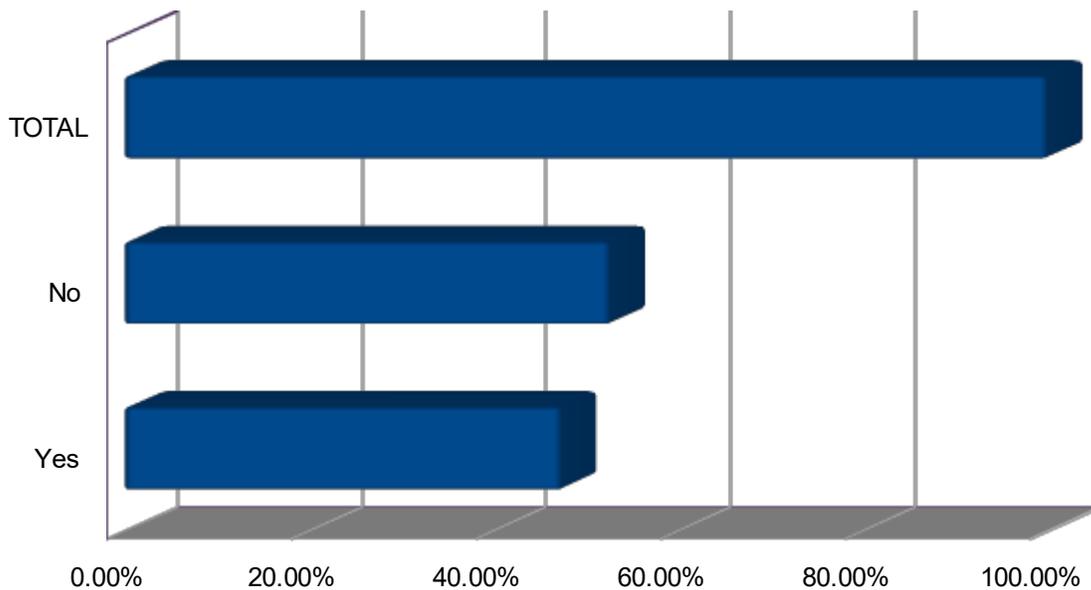
Q3 If No, Why would you not be interested?

- Already a fantastic bargain plus locals don't rent here
- I am interested
- As a local business we are already struggling to get people from the town to shop in our stores so forgive me for saying this, but, I would be resentful in giving people a discount who would never show up in my shop otherwise. We work hard and deserve a proper "living wage" much like the hydro workers, teachers and Proctor Gamble folks who would not go to work if they were told their hourly rate would be discounted for the day.....so if you look on it on those terms.....you are essentially asking the small businesses of Tweed to do that too. It appears this discount idea was not well thought of and was not tabled by a retail owner, because it still costs us just as much to buy wholesale and pay our bills without having to lose a % of it to keep people shopping here. How about keeping your property

values high and saving \$ on gas going to Belleville every week....that is the discount people should be happy with.

- We have been here for over 3yrs and if Tweed residents haven't shopped local as yet a little card will not entice. The Municipality of Tweed don't even shop here....
- Don't own business
- Xx
- This program seems too complicated, especially with changing promotions, and relies too much on social media which is a cumbersome way to advertise.
- This type of promotion has a low success rate
- I find it extremely challenging to shop local Tweed. Most stores are not open Sunday and Monday. Sunday is a shopping day for me. As I have 2 small children and work not in Town. So after work, stores are closed at 5pm. Unfortunately, Walmart will continue to get my business for diapers, contact lens solution, and tampons. Also, the Bulk Barn, even though the prices are good at Deb's store, she closes too early and is not open on Sundays or Mondays. I feel that the only stores working hard in Tweed are Daisy Mart (who do carry: children's Tylenol, contact solution, etc) And the dollar store. There is too much whinny from local businesses and they are not willing to do the work....

Q4 Would your business be interested in partnering with other businesses to do a combined promotion?



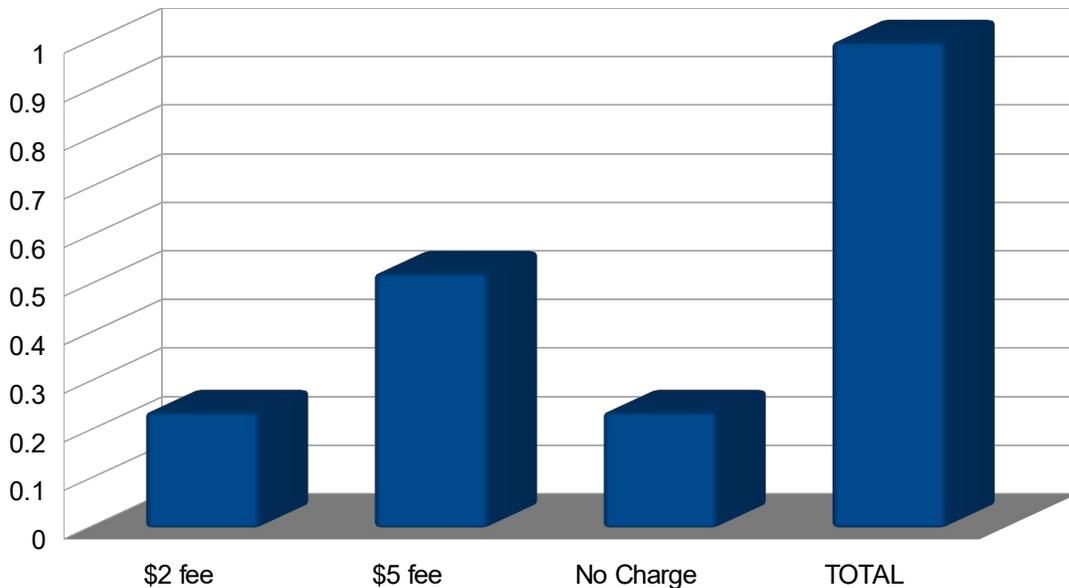
Q5 How often would you change your promotion?



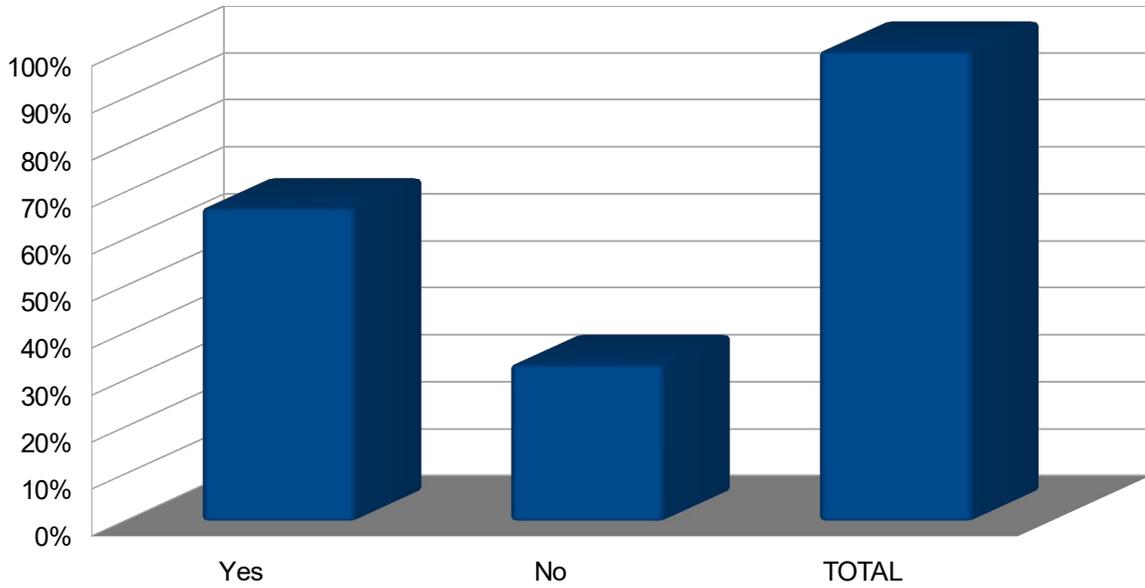
Q6 Where would you like to see the promo cards being distributed?

- Business
- Municipal office and other businesses.
- GTA
- local grocer/gas stations/municipality office
- Yes, please
- would not like to see them because the idea is a race to the bottom
- Everywhere!
- Anywhere accessible with good established traffic
- Tweedys, Tallboys, Vitos, Kelly's
- Local store
- Every where
- In the Tweed News or at other participating shops in and around Tweed.
- I wouldn't
- Municipality of Tweed, Tweed News
- Municipal office, Tweed News, Special Events?

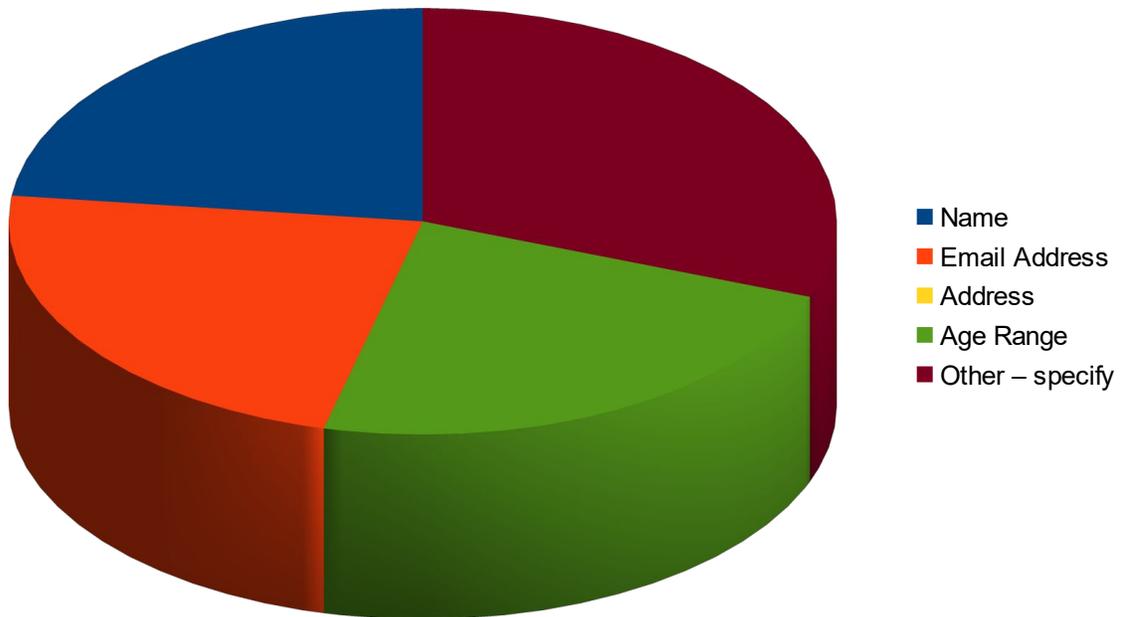
Q7 To keep the program viable, we may need to charge a small amount for each card. What is a reasonable amount?



Q8 We are looking at numbering and registering the cards to allow for data tracking. Would you be interested in logging the cards brought in to gain insight into who is shopping or visiting your business?

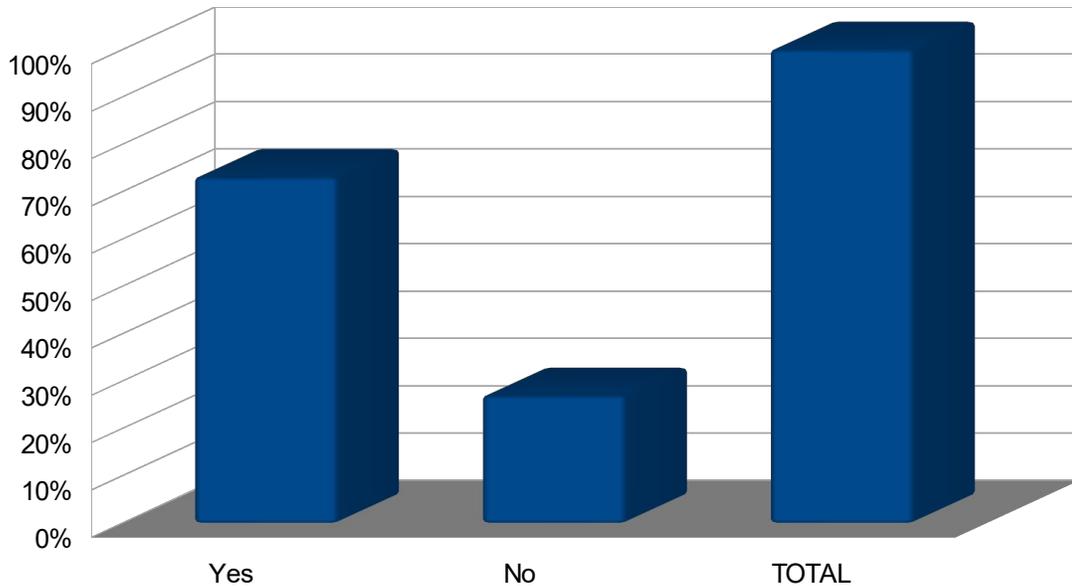


Q9 If Yes, What information would you be looking for?



- OTHER - Specify
- all of the above
- Name and email, so to contact for future sales and promotions.
- na
- ALL OF THE ABOVE

Q10 As a resident - would you use this card when shopping at local businesses?



- I don't like the fee and I don't want to be tracked
- Nuisance
- as a retailer I would NOT use it, as I respect that businesses need to make money esp. with the increased min. wage and other added staffing \$ they now have to come up with.
- We shop local...shame Council doesn't
- Doesn't solve the problem of price gouging due to location. Why is a bag of chips at the grocery store \$3 and in Belleville .99?? This is the issue that need to be fixed.
- See above