Shopping and Commuting Patterns in the Northwest Region, B.C.: Final Report

prepared by:

Greg Halseth, Laura Ryser, and Shiloh Durkee

Geography Program
University of Northern British Columbia

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Project Description

The University of Northern British Columbia's Rural and Small Town Studies Program works with residents, service providers, voluntary organizations, business organizations, and decision makers to identify factors that contribute to the changing social and economic nature of rural and small town places in British Columbia. This study focuses upon three key aspects of local economies including changing residential and employment patterns, changing shopping patterns, and economic leakage. In particular, this research explores shopping and commuting patterns in the Northwest region of B.C. with a specific focus upon Kitimat, Prince Rupert, and Terrace.

Over the past thirty years, transportation infrastructure has been greatly improved in northern B.C. With these improvements, and an increase in alternative media and communication methods, the rural and small town retail landscape is changing. Consumers are choosing to shop in other communities (out-shopping) where they perceive the shopping may be better or they use alternative methods, such as the Internet, to purchase goods. This 'extra-community' commuting for shopping results in economic leakage where wages earned in one town may be spent on goods and services in another town. Studies have shown that the availability of goods and services, perceptions about local shopping services, and community satisfaction are important in shopping behaviours.

This report provides information to help residents, businesses, service providers, and policy makers of each community adjust to changing circumstances. This research is funded by the Canada Research Chair in Rural and Small Town Studies. The work was carried out under the direction of Greg Halseth of the Geography Program at the University of Northern British Columbia.

Acknowledgements

During the spring of 2003, our research team visited Kitimat, Prince Rupert, and Terrace to conduct a series of focus groups which identified a range of important topics associated with tracking shopping and commuting patterns. The results of these interviews informed our random household survey, which was sent out later in the summer. In order to carry out our research, a great deal of assistance was needed. First and foremost, we would like to sincerely thank and recognize all residents and business representatives who took the time to participate in our focus groups or to complete the questionnaire. The response to the questionnaire demonstrates the importance of this issue to residents and the community. We also extend our thanks to all of the people who helped recruit focus group participants.

We wish to thank the business representatives and government staff for their help with local logistics. Many thanks to the Kitimat Public Library for providing us with the space to conduct our focus groups, as well as Joanne Monaghan, Lynn Stevenson, Janet Gladden, and Diane Hewlett for their recruiting efforts. Many thanks to Northwest Community College in Prince Rupert for providing us with the space to conduct our focus groups, as well as Skeena-Queen Charlotte Regional District for the use of office space and photocopying services, and to Barb Lyotier of the Prince Rupert Chamber of Commerce for her recruiting efforts. Many thanks to Northwest Community College in Terrace for providing us with the space to conduct our focus groups, as well as Linda Bell, Betty Campbell, John Taylor, and Sonya and Christine from the Terrace Volunteer Bureau and Senior's Information office. We would also like to thank the Terrace Public Library, City Hall, UNBC's Terrace campus, the staff at the Regional District of Kitimat Stikine, and many others for providing us with needed information and the use of office space and photocopy services.

Finally, we thank Nora King for her assistance in conducting the focus groups and Kelly Giesbrecht for her many hours of data entry and processing. We would also like to thank Regine Halseth for her editing throughout the process.

Greg Halseth, Canada Research Chair
Rural and Small Town Studies
University of Northern British Columbia

Laura Ryser, Research Manager
Rural and Small Town Studies Program
University of Northern British Columbia

Shiloh Durkee, Research Assistant
Rural and Small Town Studies Program
University of Northern British Columbia

Availability

Copies of all community reports were distributed within participating sites. Additionally, copies have been posted on Greg Halseth's website (http://web.unbc.ca/geography/faculty/greg).

Copies of the larger Shopping and Commuting Patterns in the Northwest Region, B.C.: Final Report are available in a number of locations. In Kitimat, copies were deposited with the District of Kitimat offices, as well as with the public library. In Prince Rupert, copies were deposited with the City of Prince Rupert and the public library. In Terrace, copies were deposited with the City of Terrace and the public library. At the University of Northern British Columbia, copies have been deposited at the Weller Library or can be accessed under "Printable Research Publications" on Greg Halseth's website: http://web.unbc.ca/geography/faculty/greg.

For further information about this report or other available reports on services, please contact Greg Halseth at:

Geography Program
University of Northern British Columbia
3333 University Way
Prince George, BC
V2N 4Z9

Telephone: (250) 960-5826
E-mail: halseth@unbc.ca

Booklet Contributors: Greg Halseth, Laura Ryser, Shiloh Durkee, Regine Halseth, Nora King, and Kelly Giesbrecht.

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Glossary

In-shopping: Degree to which residents purchase goods and services locally.

Out-shopping: Degree to which residents purchase goods and services out-of-town.

'Extra-community' commuting: The opportunity to reside in one place and commute to another for employment or shopping.

Hamlets: These places have limited services like gasoline service stations and eating and drinking establishments.

Minimum convenience centre: These places have all the services available in hamlets, as well as a hardware store, drug store, a bank, and two other convenience functions, such as a variety store.

Full convenience centre: These places have all the services available in minimum convenience centres, as well as a laundry or dry cleaning, jewelry, appliances or furniture, clothing, lumber, building materials, shoes and garden supplies, and a hotel or motel.

Partial shopping centre: These places have all the services available in full convenience centres, as well as some specialty goods and services like camera stores, florists, radio, TV stores, and women's accessories.

Complete shopping centre: These places have all the services available in partial shopping centres, as well as additional specialty goods and services.

Secondary wholesale-retail centre: These places have all the services available in complete shopping centres, as well as **less than** 32 different kinds of function services and wholesaling activities. Wholesale activities include automotive supplies, bulk oil, chemicals, paint, dry goods, apparel, electrical goods, groceries, hardware, industrial, farm machinery, plumbing, heating / air conditioning, professional, service equipment, paper, tobacco, beer, drugs, lumber, and construction material.

Primary wholesale-retail centre: These places have all the services available in secondary wholesale-retail centres, as well as **more than** 32 different kinds of function services in conjunction with 14 different types of wholesaling activities.

Metropolitan retail centre: This centre offers the widest range of services.

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Over the past thirty years, transportation infrastructure has been greatly improved in northern B.C. This provides people with the opportunity to reside in one place and commute to another for employment or shopping. Such 'extra-community' commuting results in economic leakage where wages earned in one town may be spent on goods and services in another town (Halseth and Sullivan 2000). At times, inadequate shopping services have contributed to out-migration in rural and small town places (Thomas and Bromley 2002; Jackson and Poushinsky 1971). Studies have shown that the availability of goods and services, perceptions about local shopping services, and community satisfaction are important in shaping shopping behaviours. This research explores shopping and commuting patterns in the northwest region of B.C.

This report begins by reviewing a range of issues surrounding shopping, commuting, and economic leakage. The report then situates these shopping issues within the context of small towns. This includes the key role services play in community economic development, as well as the role they play in retaining and attracting residents. This is followed by a brief description of Kitimat, Prince Rupert, and Terrace, as well as the methodology used for this study. Information was collected about the socio-economic profiles of each place to see how the profile of respondents fits with the census population. We explore where and why shoppers purchased a range of items such as convenience goods, clothing, and expensive items, such as vehicles, as well as other services. Information was collected about perceptions of changing accessibility of shopping services. We also gauged consumer satisfaction with a range of business, health, community, provincial government, and federal government services. Finally, we looked at reasons why respondents make out-of-town trips to see if shopping was a main reason.

1.0 Issues in Shopping, Commuting, and Economic Leakage

The vitality of a town's retail sector, including access to a variety of goods and services and the ability to maintain a viable consumer base, is not only a "highly visible gauge of rural economic health" but one that helps to contribute to the quality of life in rural and small town places (Senf 1989: 18). The act of shopping fulfills a number of roles, such as providing a social foci in a community (Thomas and Bromley 2002) and is becoming an 'act of recreation' for households and individuals (Conkling and Yeates 1976).

However, 'critical economic thresholds' may not be provided by small town establishments. This leads to fragmented and inefficiently organized rural-urban trade relations where small town retailers are by-passed by more efficient traders operating from higher-order centres (Hinderink and Titus 2002). As well, with improvements in rural transportation, and an increase in alternative media and communication methods, the rural retail landscape is changing. Many rural consumers are choosing to shop in other communities (out-shopping) where they perceive the shopping may be better, or they use alternative methods, such as the Internet, to purchase goods and services. These changes have "brought about a decreased local customer base, the demise of numerous rural businesses, and ultimately the stagnation or decline of downtown retailing in many small rural communities" (Lennon and Sanik 1999: 2).

To explore issues of shopping and economic leakage, there will be a brief description of the availability of shopping services according to the size of a place. Second, the roles commuting and socio-economic factors play in consumer shopping patterns are reviewed. Third, technological innovations and the potential for economic leakage due to alternative out-shopping methods are examined.

Location Size and Shopping Services

The total number of services generally increases as the population of a centre increases. Higher-order central places (usually larger urban centres) offer high-order goods and services bought less frequently that need large service areas (Table 1.1). Lower-order central places (usually smaller urban/rural centres) offer low-order businesses which service a smaller local area and provide goods and services needed on a more frequent basis (gas stations, restaurants, etc.) (Conkling and Yeates 1976). Research found that people will go to the nearest central place available for most goods and services because they seek to minimize the distance travelled (Pinkerton *et al.* 1995; Shaffer 1989; Berry *et al.* 1988).

Table 1.1: Distribution of Services in the Central Place Hierarchy

	Central Place Hierarchy
Low Order Centres	**Hamlet**: offers limited services - gas stations and eating and drinking establishments.
	Minimum Convenience Centre: offers hamlet services + a hardware store, drug store, a bank, and two other convenience functions.
	Full Convenience Centre: offers a minimum convenience centre + laundry or dry cleaning, jewelry, appliances or furniture, clothing, lumber, building materials, shoes and garden supplies, and a hotel or motel.
	Partial Shopping Centre: offers a full convenience centre + some specialty goods and services like camera stores, florists, radio, TV stores, and women's accessories.
	Complete Shopping Centre: offers a partial shopping centre + additional specialty goods and services.
	Secondary Wholesale Retail Centre: offers a complete shopping centre + provides **less than** 32 different kinds of function services in conjunction with different types of wholesaling activities. Wholesale activities include automotive supplies, bulk oil, chemicals, paint, dry goods, apparel, electrical goods, groceries, hardware, industrial, farm machinery, plumbing, heating / air conditioning, professional, service equipment, paper, tobacco, beer, drugs, lumber, and construction material.
	Primary Wholesale Retail Centre: offers a secondary wholesale - retail centre + **more than** 32 different kinds of function services in conjunction with 14 different types of wholesaling activities.
High Order Centres	**Metropolitan Centre**: offers the widest range of services.

Adapted from: de Souza 1990; Conkling and Yeates 1976.

This idea of adjacent communities and their relative population size is particularly relevant when looking at shopping patterns. Stabler and Olfert (1992: 64) argue that "proximity to a higher-order centre may lead to loss of commercial activities but retention of population." In a unique situation such as the case of single-industry towns, a "substantial amount of employment is capable of assisting in stabilizing a town's population, consumer services, and other types of business if the centre is remote from a higher-order community in the central place system" (Stabler and Olfert 1992: 64-65). Proximity of settlements is important.

Socio-Economic Characteristics, Shopping Patterns, and Commuting

Consumers typically will choose optimal places to shop for goods and services. Some consumers with increased mobility may prefer to travel farther out of town to larger shopping centres. However, the less mobile consumer may prefer to use a 'distance-minimization' strategy that combines shopping into a one-trip event (Baker 1996; Pinkerton *et al*. 1995; Goldstucker *et al*. 1978).

Commuting and Transportation Effects on Shopping Patterns

Lennon and Sanik (1999: 2) note "that rural consumers often purchase in the communities in which they work" and Findlay *et al.* (2001: 7) reiterate that a "consistent relationship emerges between distance to work and distance to shop. People who work far from their rural homes are more likely to shop far from home." Papadopoulos (1980: 57) argues that "once a consumer reaches a larger trade centre for whatever reason, shopping appears to become a significant secondary activity. Therefore, it is expected that employment outside the community will increase out-shopping (Pinkerton *et al.*, 1995). To support this, Shields and Deller (1998: 83) report that "per capita retail sales are higher in regions with higher levels of in-commuting for work, and lower in regions with higher levels of out-commuting."

Stabler (1987) provides an example of the influence transportation changes have had on commuting and shopping patterns across rural Saskatchewan during the 1960s and 1970s. They found that improvements, rural residents can expand the distance they are prepared to travel to purchase goods and services (Stabler 1987). Halseth and Sullivan (2000) also examine the implications on changing commuting patterns for Mackenzie, B.C. They also found that one of the factors affecting the frequency of travel by Mackenzie residents to Prince George was improvements in road conditions. Kitimat, provides an example where transportation changes impacted shopping behaviour. Kitimat residents would use the CN train service to Terrace to shop until Highway 37 was completed in 1957. The upgrading of highway standards in 1963 facilitated out-of-town shopping between Terrace and Kitimat (Beck 1983). Out-of-town shopping became a further concern after businesses, such as the Hudson's Bay, closed in Kitimat in 1985 (Kerby 1985; Sewell 1985).

However, while transportation improvements can lead to commuting for shopping or work, it can also attract new residents into rural and small town places. Atkinson (2001) noted that while rural and small town places used to attract young workers searching for employment, with improved transportation and communications, these places now attract a range of migrants, including families, outdoor enthusiasts, recreationalists, and retirees. This has important implications for rural and small town places that must then ensure sufficient services, such as health and shopping, are available to attract and retain these new residents.

Socio-economic Characteristics and Shopping Patterns

Hawes and Lumpkin (1984) outline an expansive list of consumer characteristics that can contribute to out-shopping. Key socio-economic factors which can greatly influence one's shopping behaviours include income, gender, age, and level of education.

Baker (1996) looks at the role of disposable income and the effects this has on shopping patterns. His findings indicate that two groups are more likely to undertake multi-purpose shopping, including those with high disposable income and a group he identifies as 'required, pensioner, widow, and unemployed'. The findings suggest that both mobile and less mobile populations utilize the multi-purpose shopping trips to maximize efficiency, and for those with less income or less mobility, to decrease distance (Baker 1996). However, Hinderick and Titus (2002: 383) look at how the "higher-income groups tend to buy consumer durables and imported luxury items, which do not support the local hinterland economy and which are usually obtained in higher-order centres outside the region."

Traditionally, shopping has been a female activity - an extension of women's domestic role. Steiner (1996) found that women still take greater responsibility for most shopping activities, especially if there are children in the household. However, there are "suggestions that in this post-modern era, there may be an increasing disintegration of the close connections among sex, gender, and consumption" (Costa 1994: 215). In the case that rural and small town service centres have limited retail shopping, this can translate into few choices for commodities and services, little competition, and high prices (Gill 1990; Luxton 1980; Women's Research Centre 1977). Women often have to travel to larger centres to acquire goods or access services (Steiner 1996; Luxton 1980). However, public forms of transportation in rural and small town places can be a barrier both locally, where modes of transportation are often inadequate and inefficient, and for leaving one's home town to access services elsewhere (Women's Research Centre 1977).

Thomas and Bromley (2002: 792) point out that longer opening hours, and the "more attractive modern environment in secure surroundings provided in the newer shopping facilities, have proved more attractive to the larger number of women in the labour force." These types of shopping facilities provide an alternative shopping opportunity for women who work and have children, or are interested in the recreational aspects of shopping. However, because these facilities are rarely available in rural and small town places, women often have to leave their local area. This, again, contributes to the cycle of economic leakage as retail dollars are spent outside the local community.

Age is considered the personal variable most positively related to in-shopping (Pinkerton *et al*. 1995; Papadopoulos 1980; Goldstucker *et al*. 1978). The older a consumer is, the more likely they are to spend a greater proportion of their resources in the local community. First, many are longtime residents with social and business relationships that affect their shopping patterns (Iowa State University No. 4 1999; Pinkerton *et al*. 1995; Papadopoulos 1980). Second, the issue of mobility, or lack of mobility, plays an important role in where the older population shops. Older shoppers may experience difficulty in getting to and around shopping centres and major stores (Gunter 1998). Goldstucker *et al*. (1978) identify those most likely to outshop to be between the ages of 25-34. Brown's studies (1993) support this notion that more younger consumers shop outside their place of residence than do older shoppers.

Moschis *et al*. (2000) discuss the buying habits of baby boomers (born 1946-1964) and their parents as they consider these age groups to be an important market group. Brown identifies attitudes toward spending as the main difference in purchasing between baby boomers and the parents of baby boomers. 'Yesterday's elders' are more fiscally conservative as many of them grew up in the Depression era. The baby boomers, though influenced by the Depression, are also influenced by the economic boom period following WWII (Brown 1993).

Finch and Jones (1994: 2) identify income, length of residence, and education as three prominent demographic factors contributing to out-shopping. However, they suggest that the "dominant influence on out-shopping behaviour is the level of overall satisfaction/dissatisfaction with the [local] shopping facilities."

Commuting and shopping patterns are influenced by mobility, income, age, gender, and education. Mobility is impacted by income and access to transportation as individuals with higher incomes and greater mobility will be able to travel a wider area to purchase goods and services. Individuals with lower incomes and limited transportation options may be more likely to make purchases closer to home in multi-purpose shopping trips. Previous research also demonstrates that seniors, who tend to have more limited transportation options, tend to shop closer to home. Longer hours of operation and improvements in shopping facilities have also attracted the female consumer to larger centres. Improvements in transportation infrastructure have also made road conditions easier to travel throughout the year, and have affected commuting and shopping patterns.

Retail-Specific Characteristics and Shopping Patterns

Retail Opportunities and Community Satisfaction

Satisfaction with one's living situation may decrease if access to consumer goods and services is difficult, giving further impetus to migration out of rural areas (Lennon and Sanik 1999). For example, when Halseth and Sullivan (2000) examined residents who had considered moving away, they found that lack of shopping services, long winters, isolation, and the amount of health services were among the most difficult aspects of living and working in Mackenzie, B.C. In fact, over 70% of the respondents who had considered moving were dissatisfied or very dissatisfied with local health and shopping services.

This ties into the idea that community specific retail factors, along with consumer characteristics, greatly influence out-shopping patterns. For example, price, convenience, customer service, quality and selection of goods, and hours and days of operation all play important roles in determining one's satisfaction with local retail opportunities. Some centres offer only limited goods and services while others, most notably the newer 'superstore' or 'supermall', offer a greater selection. Convenience stores still provide the best option in terms of convenience with long hours and days of operation (Evans 1990). However, the selection of goods and higher prices often do not fulfill consumer's complete shopping needs. Planned suburban shopping centres and 'big-box retail' encourage multi-purpose shopping as they generally offer a selection of high and low order goods within one setting.

Consumer Perception of Retail Opportunities

A consumer's perception of the number and size of retail opportunities in a centre also influences shopping behaviour. In rural and small town retail centres, the number of shopping alternatives can be relatively limited. For Garner and Yeates (1971), the idea of 'behaviour space' links an individual's perception of their needs for goods and services with the availability of services within a place to meet those needs. The ability of a place to meet those needs will depend on the number of establishments and central functions it provides. They go on to state that "regional centres are set above [smaller] centres not so much by the types of business they perform as by the number and variety of activities they provide for large segments of the urban area" (Garner and Yeates 1971: 334). If a consumer believes a centre to provide more shopping options, there is a likelihood a consumer will engage in other recreational and social activities there as well. This, mixed with other socio-economic factors that contribute to out-shopping, can have a negative effect in hinterland centres that are adjacent to a larger regional centre.

Technology Issues for Rural and Small Town Retailers

The potential for technology to change the rural landscape permeates all facets of life, including consumer shopping habits. To the extent that changes in technology "allow communities and their residents to interact, shop, and work far beyond the traditional 'geographic community', existing paradigms, variables, and measures used in community satisfaction [and shopping] studies may become quickly outmoded" (Filkins *et al*. 1993: 17). With smaller places getting by-passed by big-box retail outlets, rural and small town consumers are looking at new retailing technology as a way to increase their shopping choices. This has had a major impact on their consumer habits. The advent of cyber-shopping via the Internet, along with other methods of direct home shopping such as mail and TV ordering, has created another means of out-shopping whereby patronage of local service centres for certain goods and services possibly decreases, thus adding to the pressures from out-of-town shopping.

Conclusion

Throughout this discussion, major issues have been identified that concern shopping patterns and the implication these have on the retail health of rural and small town communities. There is general agreement among the literature that location plays a major part in where and why people shop. However, the extent that location theory plays a part in determining the shopping patterns is also affected by consumer demands, values, socio-economic factors, patterns of commuting, retail-specific characteristics of a place, technology, and how a consumer interacts within their community. All of these issues come together to determine the fate of rural and small town retail centres.

2.0 Services in Rural and Small Town Places in Canada

As outlined earlier, viability of local businesses can be impacted if residents have to travel out-of-town to access other services. Therefore, the health of the retail sector and economic leakage will also be impacted by the availability of other services that support community development and overall quality of life. However, rural and small town places in Canada have experienced significant changes in service provision over the last few decades that have been accompanied by the restructuring of resource industries in a global economy. These services, though, play an important role not just in retaining residents and businesses, but also in attracting new residents and economic activities during economic transition (Halseth *et al.* 2003). Despite the critical role services can play in transition efforts, rural and small town places face a number of challenges to maintaining services. This section explores the role that services can play in retaining and attracting residents and economic activity, as well as identifying issues that affect the availability of services in small town places.

Many studies have explored the importance services play in retaining and attracting residents and businesses, especially during periods of transition. Transportation and communication services facilitate a healthy economy, but can also reduce feelings of isolation for residents living in rural and small town places, and can help people to keep in contact with families and friends in other places (Emke 2001; Metz 2000; McTiernan 1999; Bergen 1977; Riffel 1975). These services are particularly important to enhance the quality of life of vulnerable groups, such as seniors, individuals with disabilities, and women. For example, transportation services allow seniors and women in rural and small town places to be involved in the community, to develop and sustain friendships and support networks, and to participate in social activities (Metz 2000; Women's Resource Centre 1977). With improved communication services, rural and small town places can attract businesses that no longer have to be located in cities, and can, therefore, improve local employment opportunities (Johnson and Rasker 1995). Communication services can also support business networks (Henderson 2001: 1).

Small business members are not only an important source of local economic activity, but they also provide a source of leadership for volunteer groups, as well as sponsor local fundraisers and events (Bruce 2001; McDaniel 2001). As a business, retail stores not only help to keep local dollars in the community, but they also provide employment and a form of recreation, and they facilitate local social interaction (Brown 1993). Economic development organizations also play a key role in promoting the community to attract additional businesses (Halseth and Sullivan 2003; McDaniel 2001).

Furthermore, social infrastructure, such as child care, educational and health services, as well as voluntary organizations, can provide a solid foundation for retraining, continuing education, and counselling during periods of transition. While childcare services can provide opportunities for women to participate in the labour force, there are challenges to providing adequate childcare services in rural and small town places, particularly for night shift workers (Preston *et al.* 2000). Educational facilities, such as community colleges, can provide skilled workers, act as a broker of services, and act as a repository of information (Rosenfeld and Sheaff 2002). They also design programs and services relevant to changing local labour market conditions (Rosenfeld and

Sheaff 2002). Schools also provide amenities to the community as their facilities may be used for community libraries, theatres, and art galleries in places that would otherwise not have these services (Rosenfeld and Sheaff 2002). Inadequate health and social services can lead to depression, especially amongst women, in rural and small town places (Bunce 1991). Some places have taken unique approaches to reduce the stress associated with limited health and social services. In Tumbler Ridge, the Ministry of Women's Equality provided assistance to residents to reduce the costs and stress associated with travelling to nearby centres for care (Halseth and Sullivan 2003).

Finally, recreational services can mitigate feelings of isolation and retain residents and businesses. These benefits also extend to the availability of theatres, local museums, libraries, and art galleries (Johnson and Rasker 1995; Gill and Everitt 1993; Bergen 1977). Recreational opportunities are also important to enhance the quality of life of special interest groups, such as seniors or youth (Farquhar 1995; Bunce 1991). However, access to recreational opportunities can be difficult for seniors in rural and remote areas who do not have access to a vehicle (Robinson 1990).

It is important to remember that rural and small town places across Canada face challenges in the delivery and maintenance of services. First, there are large distances and low population densities which pose challenges to maintaining services with high delivery costs (Furuseth 1998; Struthers 1994; Deavers and Brown 1980). At the same time, federal and provincial governments have been reducing government expenditures in rural service delivery (Halseth *et al.* 2003; Halseth and Williams 1999). The implications are reduced availability to a wide range of services (MacLeod *et al.* 1998).

Large distances are not just problematic for service delivery, but also pose challenges for individuals trying to overcome the cost of distance, such as fuel or flight costs, accommodations, meals, child care, or lost wages, in reaching service locations (Northern and Rural Health Task Force 1995; Rosenberg 1983). The challenge of overcoming distance can be compounded by inadequate public transportation and harsh climate conditions (Blacksell *et al.* 1988; Hayslip *et al.* 1980).

In addition, many services are delivered or evaluated within urban based frameworks and criteria (Halseth and Williams 1999; Northern and Rural Health Task Force 1995; Blacksell *et al.* 1988). For example, Collier (1993) notes that within social work, there has been a tendency to break the field into specialties, such as child protection, welfare, domestic counselling, and employment. However, specialized services are rarely justified by demand levels in rural and small town locations. Struthers (1994) notes rural and small town places may only be able to offer generalist rather than specialized services. In both cases, professionals trained in highly specialized fields will fit uncomfortably into roles as rural generalists. In addition, there have been increasing calls for standardization and professionalization of service provision. Without a general service model suited to rural and small town places, no services often result.

Availability of rural services is further impacted by the retention of professionals. Rural and remote communities in northern British Columbia, for example, experience regular turnover.

Professional opportunities for leadership and community involvement, personal safety, and a sense of community are often heavily weighed against long work hours and little colleague support, as well as few opportunities for spouses or educational opportunities for continuing education and children (Northern and Rural Health Task Force 1995). Confidentiality is also difficult to maintain in rural service delivery (Struthers 1994). This may cause some residents to seek services in larger centres that can improve their anonymity, while others may not seek help. Services must also adjust to gender and cultural sensitivities (Leipert 2002). Collier (1993) and Boone *et al.* (1997) acknowledge that health and social services may not be attuned to aboriginal communities and must be adjusted to meet their needs. Finally, it may be difficult for service providers to obtain the resources necessary to initiate and maintain service provision in small localities. This is because human and financial resources, such as investment capital, technical expertise, markets, and information, are often controlled by metro / urban political powers (Delaney 1995).

Combined, rural regions have also been disadvantaged by changes to the 'infrastructure' which provide a foundation for community development and diversification (Halseth *et al.* 2003; Adali and Donzier 1992). Of interest here is the reduction of public services. The impacts can be profound as a reduction in services can prevent new residents and companies from settling in rural and small town places, and may lead to out-migration of residents (François-Ponchet 1991). Residents may be 'pulled' by services offered in another community in hopes of improving their quality of life (Halseth and Sullivan 2000). Unfortunately, if an exodus of services leads to a decline in the population of a place, this can place additional pressures on the retail and service sectors.

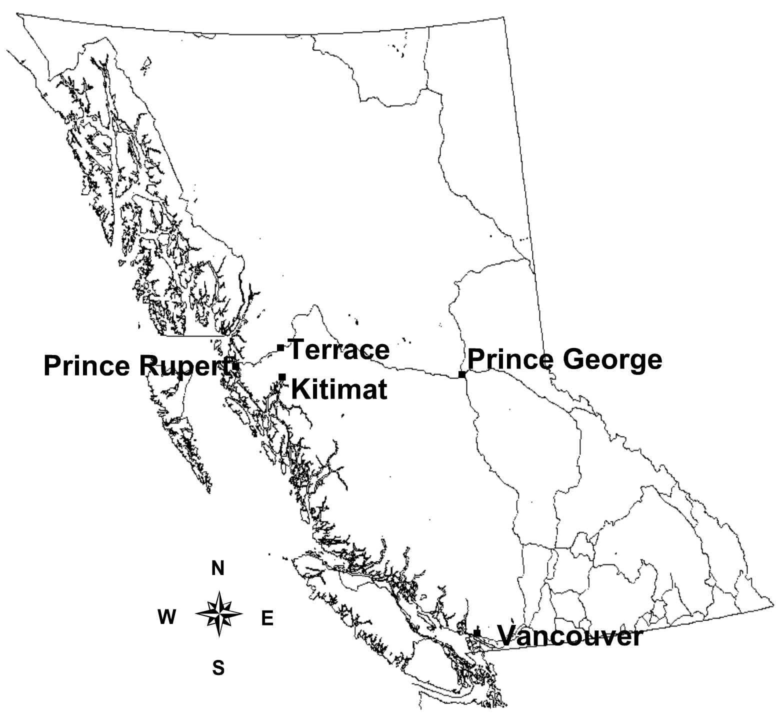
Conclusion

Services play an important role in the retention and attraction of residents and community economic development. A range of services can provide local quality of life, help to reduce feelings of isolation, as well as provide new opportunities for delivering services that would not otherwise exist through partnerships between public, private, and non-profit organizations. At present, many services are delivered through a cost-effective model, which ignores the context of rural and small town places, with the result that services become concentrated in larger centres. This lack of service provision makes places even more vulnerable during periods of economic and social transition when there are more demands for such services.

3.0 Northwest B.C. Study Sites

The Northwest Region consists of many rural and small town places. These include incorporated municipalities, unincorporated places, First Nations reserves, and First Nations lands and traditional territories. In this report, we will focus upon Kitimat, Prince Rupert, and Terrace (see Figure 3.1). Each of these towns evolved quite differently, but all three towns play important roles as employment or service centres within the region. This section explores the emergence of these towns. This includes a description of the key industrial and service developments that have affected the demographic composition of these places over time. Transportation improvements are also noted. Together, these factors are important in shaping service demands and consumer shopping behaviour.

Figure 3.1: The Northwest Region of B.C.



Kitimat

Located at the head of the Douglas Channel, Kitimat is situated in northwest British Columbia, 60 kilometres south of Terrace and 210 kilometres southeast of Prince Rupert (Beck 1983). Incorporated in 1953, the planned community of Kitimat was established as one of British Columbia's newest northern towns and the site of the world's largest aluminium smelter (Acres Consulting Services Ltd. 1983; Meldrum 1958). Prior to the commencement of the Alcan power and aluminum smelter project in 1951, the valley was home to more than 1,000 Haisla people and a small number of agricultural settlers (Beck 1983; Wieler and Fair 1973). In 1950, a power agreement between the B.C. Government and Alcan was signed with the first potline at Alcan starting in 1954 (Acres Consulting Services Ltd. 1983; Beck 1983; Meldrum 1958).

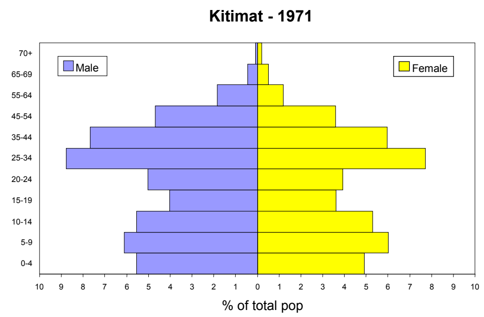
Kitimat, designed by American planner Clarence Stein, was based on the ‘neighbourhood unit’ principle (Hodge 1991). This included houses oriented towards gardens and parks instead of streets. Other important considerations included separating land uses to create a healthy living environment; creating a diversified economic base; and providing sufficient community services for young families, notably educational, health, and community facilities such as a recreation complex (Halseth *et al.* 2003). These principles were aimed at attracting and retaining a family-oriented workforce in place of the high turnover male dominated work force populations that had existed in other resource-based communities.

In 1969, Eurocan Pulp and Paper Ltd. was completed (Acres Consulting Services Ltd. 1983), and began production in 1970 (Bergen 1977). With production at Alcan and Eurocan well under way, the population of Kitimat was 11,805 in 1971 (Statistics Canada 1971). Just over half the population was male (53.6%). The population was composed largely of young families.

By 1980, other industries that located in Kitimat included an Ocean Cement plant, a Canadian Liquid Air plant, L.G. Scott's Asphalt and Concrete plant, and a Dairyland plant (Acres Consulting Services Ltd. 1983). These additional developments brought growth to Kitimat. The population grew to 12,825 in 1981 (Statistics Canada 1981). A young family-oriented population was retained and the gender gap became smaller. Unlike other rural and small town places, there is very little youth out-migration during this period. The diversified industrial sector was able to offer a range of employment opportunities for young adults during this period. Employment opportunities would continue to grow in the early 1980s as Ocelot, a methanol plant, opened in 1981 (Beck 1983). In 1992, Ocelot changed its name to Methanex, and then added an ammonia modification plant in 1994. The Kitimat River Fish Hatchery was also completed in 1983 (Bonar and Weightman 2001).

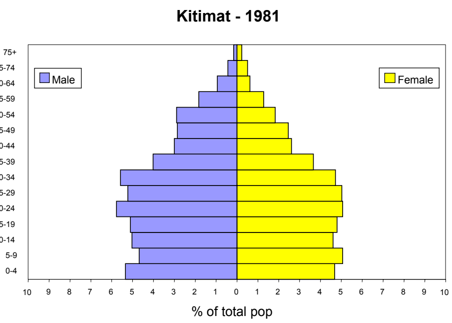
It was noted by Roger Wilcox, assistant to Clarence Stein, that Terrace’s role in the region was not considered in Kitimat’s design (Northern Sentinel, July 30th, 2003). At this time, Terrace was a much smaller community. Growth in the forest industry was just starting to take off (Kerby 1984; Acres Consulting Ltd. 1983) and many services would not be regionalized in Terrace until the 1980s (The Daily News, November 1, 1978; Kerby 1984). In 1955, the train station officially opened in Kitimat and the first train arrived. Kitimat residents would use the CN service to Terrace to shop until Highway 37 was completed, linking the two communities (Beck 1983; Meldrum 1958). Despite the opening of the Nechako Centre in 1954 and the City Centre Shopping Mall in 1956 which provided Kitimat residents with local shopping choices, two larger shopping malls in Terrace, along with a diversified retail-commercial sector, would draw consumers from Kitimat (Kerby 1985). Out-of-town shopping would become more problematic after businesses, such as the Hudson’s Bay, closed in Kitimat in 1985 (Kerby 1985; Sewell 1985).

Figure 3.2: Population of Kitimat - 1971



Source: Statistics Canada 1971

Figure 3.3: Population of Kitimat - 1981



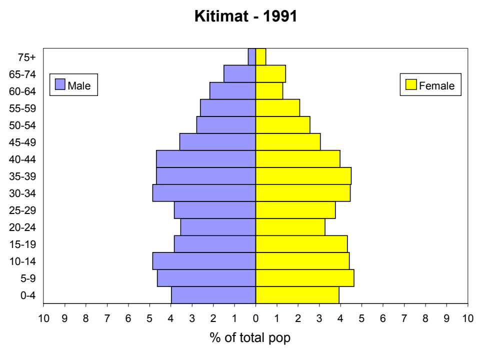
Source: Statistics Canada 1981

In contrast to Kitimat's early growth, the population declined by 11.7% from 1981 to 1991 (Statistics Canada 1991). The population profile shows the emergence of youth out-migration during this period. When Kitimat was created, it attracted many young couples. This youth out-migration may represent the first generation of youth from these couples that had grown up in Kitimat. While the gender gap between men and women continued to disappear, the local population became older. This is likely attributed to the loss of an estimated 680 jobs at Alcan and Eurocan between 1980 and 1985 (Webber 1987). In 2001, the population in Kitimat declined by an additional 9.1% to 10,295 (Statistics Canada 2001). The town appears to have lost younger families. In 2000, a number of jobs were lost during Methanex's 12 month shut down that stemmed from high gas prices and increasing global competition (The Daily News, July 6, 2000). At the time, the Methanex plant in Kitimat was estimated to have 145 jobs locally, as well as 485 associated jobs in the region (The Daily News, July 6, 2000). Furthermore, Alcan announced that 70 temporary jobs were idled for ten months as the company cut production (Nelson Daily News, December 14, 2000). Earlier layoffs were also experienced in Kitimat by Eurocan in 1998 and Alcan in 1999 (Northern Sentinel, June 16th, 1999; Northern Sentinel, June 10th, 1998), as well as job losses in the construction sector with the cancellation of Alcan's Kemano Completion Project in 1995 (Christensen 1995).

These stresses impacted the local retail sector. In 1995, the Do-It Centre closed (Northern Sentinel, September 13, 1995). In 2002, the Sears / Radio Shack store closed (Northern Sentinel, July 31, 2002). Sears previously had two outlets - one outlet in the downtown and another outlet in the service centres. These were consolidated into the service centre location (Sewell, personal communication, 2004). Radio Shack re-opened in the City Centre mall in February 2003 (Sewell, personal communication, 2004). More recently, Reitman's closed its doors in 2003, while the Sight and Sound store was downsized (Northern Sentinel, January 15th, 2003).

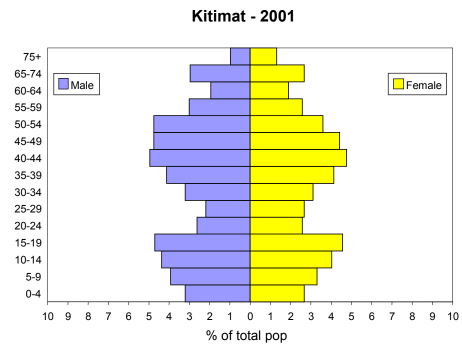
While Kitimat offers a diversified industrial sector, some services are now only accessible in the adjacent town of Terrace. Residents must go to Terrace to access certain health services such as the CT scan facility, as well as business services such as security services and micro-financing. It is important to note, however, that residents from Smithers, Terrace, and Hazelton come to Kitimat for bone scans (Sewell, personal communication, 2004). The closest HRDC, Employment Insurance, and social assistance offices are also located in Terrace. There is, however, a local branch of the Ministry of Children and Families. The absence of services can have important implications as families must commute to access support services during times of stress.

Figure 3.4: Population of Kitimat - 1991



Source: Statistics Canada 1991.

Figure 3.5: Population of Kitimat - 2001



Source: Statistics Canada 2001.

In place of a younger, family-oriented population, Kitimat now appears to have an older family-oriented population with a growing number of seniors. Youth out-migration continues to be notable as individuals between 20 and 24 years of age may leave to seek education and employment opportunities elsewhere. Again, this shift in population demographics and increase in the number of older residents will have important implications for the planning and delivery of services such as housing, recreational services, health services, and shopping.

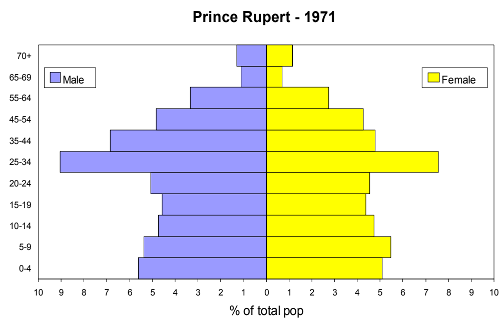
Today, Kitimat is a modern community with a hospital, a school system, and a wide range of recreational and shopping facilities. While Kitimat offers a diversified industrial sector, some services are now only accessible in adjacent communities. Transportation improvements, industrial restructuring, combined with a diversified retail-commercial sector in the nearby community of Terrace, draw consumers from Kitimat. These stresses impact the local retail sector and have increased the potential likelihood for out-of-town shopping. As such, according to de Souza (1990) and Conkling and Yeates (1976), Kitimat is classified as a partial shopping centre.

Prince Rupert

Located on traditional Tsimshian First Nations territory, Prince Rupert is situated on Kaien Island, near the mouth of the Skeena River in northwest British Columbia (Robinson 1989). Prince Rupert is located 153 km west of Terrace and 728 km west of Prince George. The area is home to aboriginal people belonging to the Tsimshian Nation. The city, originally established as the western terminus for the Grand Trunk Pacific Railway (Clouston 1994), was incorporated in 1910 (CCG Consulting Group Ltd. 1997; Wieler and Fair 1973). Pulp mill production began in Prince Rupert in 1951 with B.C. Cellulose, which would later add a kraft mill in 1967 (Kerby 1984; Bergen 1977). An increase in the labour force prompted an increase in demand for recreational services, and the Prince Rupert Centennial Golf Course was opened in 1969 (The Daily News, January 6, 2000).

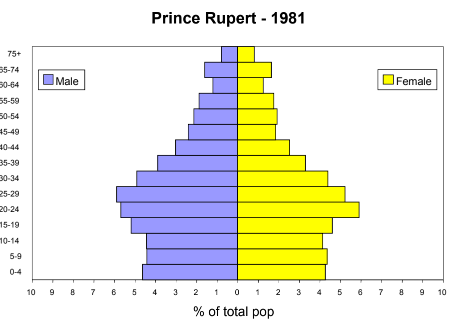
In 1971, the population of Prince Rupert was 15,745 (Statistics Canada 1971). Just over half the population (53.3%) was male. The population was oriented towards young working families. In 1972, the federal Department of Transport declared Prince Rupert a National Harbour (Bergen 1977). Consequently, the population grew to 16,195 people in 1981 (Statistics Canada 1981), and continued to grow to 16,625 people in 1991 (Statistics Canada 1991). During each Census period, the small gap between males and females closed and essentially became evenly split. Prince Rupert's population growth was aided by the development of Ridley Island, an export shipping terminal for grain and coal, which opened in 1985 (Daily News, March 11th, 1985). Cow Bay continued to develop its business community with the opening of the Tyee building in 1981, Breakers Pub in 1985, and the Cow Bay Gift Galley in 1991 (The Daily News, October 3, 2000). In 2004, cruise ship stops became a common part of the Prince Rupert port scene.

Figure 3.6: Population of Prince Rupert - 1971



Source: Statistics Canada 1971.

Figure 3.7: Population of Prince Rupert - 1981



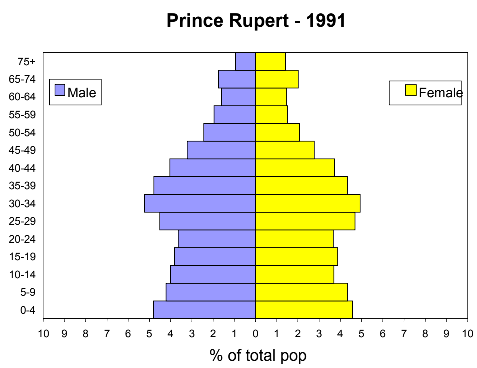
Source: Statistics Canada 1981.

Today, Prince Rupert has a diversified economy with fishing and fish processing, forestry and manufacturing, shipping, transportation, services, and tourism. Prince Rupert also offers services found in complete shopping centres, as well as some wholesaling activities. The Rupert Square Shopping Centre opened in 1975 with stores such as the Bay, Reitman's, and the Royal Bank (The Daily News, August 15, 1975). Large service employers include Prince Rupert Regional Hospital, the City of Prince Rupert, and the Prince Rupert School District (CCG Consulting Group Ltd. 1997). Through services such as the Prince Rupert Regional Hospital and the Prince Rupert School District, the city also acts as a service centre for adjacent small communities, such as Port Edward. In the past, poor road conditions resulted in limited interaction between Prince Rupert and Terrace (Wieler and Fair 1973). However, highway improvements have led to increased commuting between Prince Rupert and Terrace.

However, the population of Prince Rupert declined by 12% from 1991 to 2001 to 14,630 people (Statistics Canada 2001). (In 2001, the population of the Prince Rupert Census Agglomeration - which includes Port Edward - was 15,302). Jobs were affected by declines in shipments of grain, coal, and lumber through the Port as a result of the downturn of the Asian economy, poor crop conditions, and the 2000 closure of the Quintette mine in Tumbler Ridge (Prince George Citizen, July 18, 2002; Kalinchuk 2001; The Daily News, October 5, 2001; Alaska Highway News, March 6, 2000; Prince Rupert Economic Development Commission 1998; The Vancouver Sun, June 17, 1998). Furthermore, jobs have been impacted by the closure of Skeena Cellulose pulp mill and sawmills in the region since 1997 (The Daily News, April 14, 2004; The Province, June

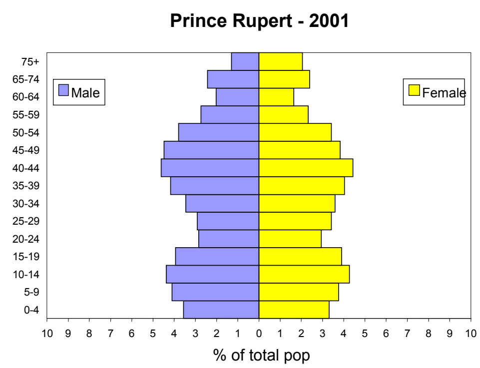
29, 1997). For example, Skeena Cellulose terminated 300 jobs by closing its Hazelton sawmill and half of the Prince Rupert operation in preparation for the sale of the company (The Vancouver Sun, January 12, 2002). Furthermore, at times, lower fish prices have impacted shoreworkers as fish plants were not operating at full capacity (Guardian, August 16, 1997).

Figure 3.8: Population of Prince Rupert - 1991



Source: Statistics Canada 1991.

Figure 3.9: Population of Prince Rupert - 2001



Source: Statistics Canada 2001.

Population declines have also stemmed from the concentration of services outside of the region, as well as youth out-migration. In particular, young adults between 20 and 24 years of age have been leaving possibly to seek education and employment opportunities elsewhere. A decline in employment opportunities appears to have led to the out-migration of younger families as well. In 2001, Prince Rupert appears to have an older family-oriented population. The City also has a growing population of seniors. This will have important implications for planning the delivery of a variety of services, such as retail services, social services, health services, recreational services, and housing.

Within this context, the declining population base and nearby shopping opportunities have impacted local retail services. This prompted a survey commissioned by the Prince Rupert Economic Development Commission that found significant economic leakage for items such as cars, groceries, and clothes as residents shopped out-of-town in places such as Terrace and Vancouver (The Province, June 25, 1999). Examples of closures since the study include Gemma Bed Bath and Kitchen Boutique in 2000 (The Daily News, June 1, 2000), Kaien Sports in 2001 (The Daily News, November 2, 2000), and Fountain Tire in 2002 (The Daily News, January 10, 2002). More recently, Universal Clothing closed in 2003 (The Daily News, August 15, 2003). These closures have impacted choice for local consumers, which may exacerbate out-of-town shopping. According to de Souza (1990) and Conkling and Yeates (1976), Prince Rupert is classified as a partial shopping centre.

Terrace

Terrace, located in the Skeena River Valley, is 153 kilometres from Prince Rupert, 58 kilometres from Kitimat, 575 kilometres from Prince George, and 1,367 kilometres by road from Vancouver. The area is situated in traditional Nisga'a and Tsimshian territory. The townsite was surveyed in 1911 as a distribution point for the construction of the Grand Pacific Railway

(Bergen 1977). However, it was not until 1927 that Terrace was incorporated (Kerby 1984; Acres Consulting Services Ltd. 1983; Wieler and Fair 1973).

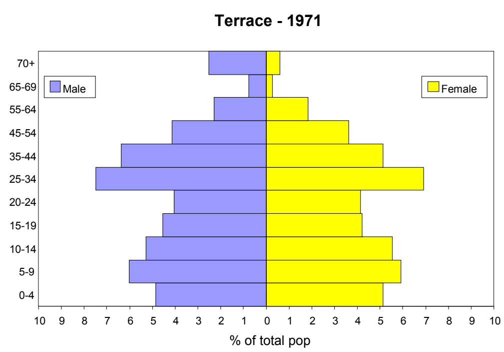
The economy was historically based on the forest industry, but has diversified into a service centre for the Northwest Region. Following World War II, there were over 200 small sawmills throughout the region. Over time, sawmills were consolidated into a few large permanent ones in Terrace, Prince Rupert, and Kitwanga (Acres Consulting Ltd. 1983). In 1948, the Government of B.C. granted the first tree farm license in the province to Columbia Cellulose Ltd. which established their logging operations in Terrace (Kerby 1984; Acres Consulting Ltd. 1983). The tenure held by Columbia Cellulose forced remaining local companies to bid for leftover wood, and many small sawmills disappeared (Kerby 1984).

Growth in Terrace has been partially attributed to its proximity to Kitimat and to its proximity with the rest of the Northwest. Due to its central location, Terrace has been able to attract a greater variety of commercial, housing, and educational facilities than is found around the region (Wieler and Fair 1973). Construction of Alcan in Kitimat in the 1950s contributed to Terrace's growth by providing jobs during townsite and railroad construction, which established Terrace as a service centre. New recreational facilities emerged, including the construction of the Skeena Valley Golf Course that opened in 1953 (The Daily News, January 6, 2000). Improved transportation links between Kitimat and Terrace - a CNR branchline by 1955 and a highway by 1957 - improved accessibility for Kitimat residents to Terrace services. In addition, a bridge was constructed across the Nass River in 1971, linking Terrace with Meziadin Lake and the Stewart-Cassiar Highway which opened the north to the competition and stores in Terrace. Terrace thus became a supply centre for the Nass Valley as well (Kerby 1984). The highway between Hazelton and Terrace was paved in the early 1970s (Webber 1987), making transportation easier between these two locations as well.

In 1971, the population of Terrace was 9,990 (Statistics Canada 1971). Terrace had slightly more males (52.7%) than females (47.3%). Terrace also consisted of young families. However, the 1970s brought uncertainty to the local economy. Columbia Cellulose Ltd. almost went bankrupt after expansion. World lumber markets collapsed during the oil crisis / recession of 1974-1975. The major portion of logging in the Kitimat Valley was also completed. This resulted in a rapid decline in forest industry jobs. Local mills shut down for 8 months. The forest industry began to recover between 1976 and 1981, providing one-third of local employment, though concerns about the viability of the local forest industry remained (Kerby 1984).

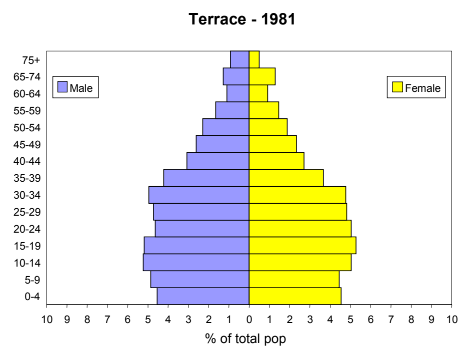
With depressed levels of employment, the province acted to locate government offices in Terrace including the Ministry of Transportation and Highways, Ministry of Forests, Ministry of Labour, Ministry of Human Resources, the Skeena Health Unit, Terrace Court House, Workers' Compensation Board, and B.C. Hydro. By 1979, a third of the jobs in the Greater Terrace area were provided by governments and crown corporations. By 1981, this had risen to 38% of the labour force. Two shopping malls and a diversified retail-commercial sector also generated 32% of the area's jobs (Kerby 1984). The Skeena Shopping Mall opened in Terrace in 1978 and included stores such as K-Mart and Overwaitea (The Daily News, November 1, 1978). In 1981, Terrace grew to a population of 10,900 people (Statistics Canada 1981). The City retained a young family-oriented population. It is important to note that youth out-migration declined during this period as the population between 20 and 30 years of age grew. The gender gap between men and women in Terrace also became slightly smaller. Between 1981 and 1991, new service and recreational opportunities emerged. Most notably, Shames Mountain opened downhill ski operations in 1990 (The Daily News, December 28, 2000).

Figure 3.10: Population of Terrace - 1971



Source: Statistics Canada 1971.

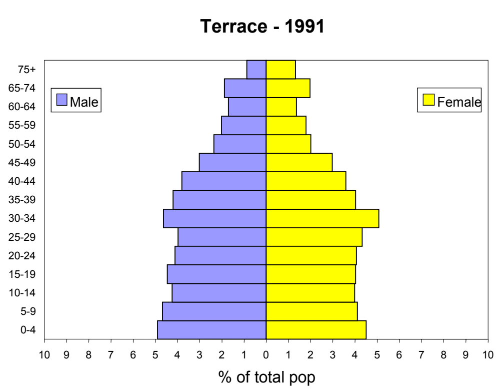
Figure 3.11: Population of Terrace - 1981



Source: Statistics Canada 1981.

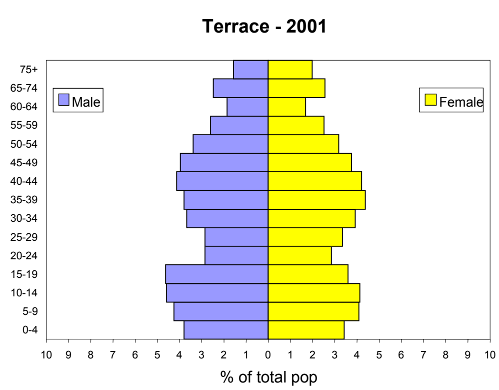
The population continued to grow to 11,430 in 1991 (Statistics Canada 1991). Youth out-migration increased during this period, but the gender gap closed. By 2001, the population of Terrace had increased by 6% to 12,115 people (Statistics Canada 2001). (In 2001, the population of the Terrace Census Agglomeration - which includes Thornhill - was 19,980). Over the past decade, a number of jobs have been regionalized in Terrace, such as the provincial Assessment Office (The Daily News, February 12, 2002). Pacific Natural Gas opened a call centre in Terrace in 2000 (Alaska Highway News, November 10, 2000). Furthermore, UNBC opened a northwest regional office in Terrace in 2000 (Prince George Citizen, February 11, 2000).

Figure 3.12: Population of Terrace - 1991



Source: Statistics Canada 1991.

Figure 3.13: Population of Terrace - 2001



Source: Statistics Canada 2001.

However, Terrace appears to have lost younger families. The exodus of some residents may be related to troubles in the forest industry, especially the shutdown of Skeena Sawmills and the Softwood Lumber Dispute (The Province, June 29, 1997; The Vancouver Sun, June 17, 1998;

The Vancouver Sun, November 28, 1996). Terrace now has an older, family-oriented, population with a growing number of seniors. This will have important implications for planning and delivery of a range of services that traditionally served a young family-oriented population. This census period also demonstrates that youth out-migration continues to be a concern for Terrace, particularly for those between 20 and 29 years of age. In addition, the population in Terrace is also aging. Today, Terrace is classified as a complete shopping centre (de Souza 1990; Conkling and Yeates 1976). In recent years, important additions to the retail sector include Canadian Tire and Wal-Mart.

Conclusion

Industrial restructuring and transportation links have been changing the relationships between places in the Northwest over time. While some services have concentrated in Terrace, Kitimat still offers a diversified industrial sector that serves as an important source of employment for the region. Transportation improvements and a geographically central location, however, have enabled Terrace to become a shopping hub for the region. Openings of Canadian Tire and Wal-Mart stores over the past two years reinforce this role. For Prince Rupert, its proximity to the Queen Charlotte Islands, Port Edward, and other small places in the Skeena Queen Charlotte Regional District allows it to act as a service centre for that area. This is further solidified by its role as a national harbour. However, with population declines, both Kitimat and Prince Rupert have experienced a loss of some retail services from their community. These population pressures stemmed from restructuring taking place in industries such as Skeena Cellulose, Alcan, Eurocan, and Methanex. During the same time, a number of services were reduced, closed, or regionalized. As such, it is important to explore commuting or multi-purpose trips for employment, shopping, and access to services, including the role that these factors play in community stability in the Northwest.

4.0 Methodology

This section begins with an overview of the study methodology and includes a review of the focus groups and household survey processes. Response rates will be discussed for Kitimat, Prince Rupert, and Terrace. This will be followed by a description of the evaluative variables used in analyzing the results. Appendix 1 includes the consent form and focus group scripts used to collect information to fine tune the random household survey. Appendix 2 includes the cover letter, questionnaire, and follow up letter used in the household survey process. Additional sources used in the analysis include a review of the literature, Statistics Canada data, local reports, and newspaper time lines.

Focus Groups

Between May 5th and May 10th, 2003, focus groups were conducted with women, seniors, baby-boomers, and business members in Kitimat, Prince Rupert, and Terrace. These focus groups identified a range of important topics associated with shopping. The information generated was used to inform our questionnaire survey.

Focus group participants were chosen from lists generated by key informants in each community. Past research contacts in the Northwest have yielded a lengthy list of contacts in Kitimat, Prince Rupert, and Terrace. In cases where only a few names were suggested, we used the 'snowball sampling method' to recruit focus group participants for our research. As required by UNBC, the methodology and questions were reviewed and approved by the UNBC Research Ethics Board. Each focus group participant received a copy of a consent form and confidentiality agreement.

Random Household Survey

As required by UNBC, the household survey methodology and survey were reviewed and approved by the UNBC Research Ethics Board. In a cover letter accompanying the survey, respondents were notified of the UNBC ethics review confidentiality agreement.

The household survey included questions on four topic areas. These included locational factors of where people lived and where people worked, shopping patterns for goods and services, community satisfaction with goods and services, and socio-demographic questions.
A copy of the survey is attached (Appendix 2).

The survey was sent to a random sample of 1 in every 15 households in each of Kitimat, Prince Rupert, and Terrace. Mailing list addresses for this survey were obtained from phone books, and the Terrace sample includes adjacent areas such as Thornhill.

On May 26th, 2003, a total of 987 surveys were sent (230 surveys in Kitimat, 344 surveys in Prince Rupert, and 413 surveys in Terrace) (Table 3.1). To increase response rates, a stamped self-addressed return envelope was enclosed. Reminder letters were sent on June 6th, 2003. The cut off date for returned surveys was August 15th, 2003.

Table 4.1: Response Rates

	Kitimat	Pr. Rupert	Terrace	Total
Total Mailouts	230	344	413	987
Total Completed	94	121	168	384
Response Rate	41%	35%	41%	39%

Source: Random Household Survey 2003.

The response rate for the mail out survey was 39% for the region. This is considered an excellent response rate for a mail out survey and may reflect the importance this topic has with local residents. This response rate yields an error between 3.0 and 5.0 % (with 95% confidence) (Babbie 1979).

Evaluative Variables

While survey data for this report gives totals for respondent answers to questions asked, in undertaking an analysis of these responses, it is quite typical to ask questions such as “do women or seniors have unique shopping patterns?” As a result, the analysis was also carried out using a set of ‘evaluative variables’ that may point out differences from the ‘overall’ pattern of responses.

The evaluative variables include:

Gender

The literature suggests that women play an important role in carrying out shopping activities for the household and, therefore, play a fundamental role in determining shopping behaviour. However, women have also experienced some important challenges to shopping in rural and small town places, such as having inadequate access to public transportation and coping with constraints around hours of store operation. As such, we wanted to compare differences between male and female respondents.

Age

Baby-boomers have been noted as an important source of spending power within the community. Seniors are also important consumers and face different challenges when shopping. Some research has indicated that younger shoppers shop outside their place of residence more than older shoppers. Therefore, we wanted to compare shopping patterns across different age groups.

Income

Access to income can influence shopping patterns. Previous research has indicated that residents with higher incomes tend to out-shop more than those with lower incomes. As such, we wanted to compare shopping patterns across a range of income categories.

Employment Status

Varying employment statuses create different needs and demands for services. This not only includes perhaps different needs for provincial services, such as education or employment training, or community services, such as recreational services, but these groups may also have different shopping patterns for goods and services.

Length of residence

Length of residence has been noted to affect loyalty to local merchants, with long term residents more likely to shop locally. Given the topic of labour turnover, we wanted to examine if there were any differences by length of residence in shopping patterns.

Not all of the evaluative variables are reported for each question in the survey. This happens when there is relatively little difference in the distribution of respondents across the categories.

5.0 Socio-Economic Profile

This section provides an overview of the socio-economic characteristics of the survey respondents. It is important to identify the degree to which the respondents represent their respective community. This includes comparing the respondents' marital status, age, gender, and housing status against data from the 2001 Census.

Household Characteristics

Of particular interest is that respondents are more likely to be married and or living in common law than is typically represented in these communities (Table 5.1). The difference is particularly high in Kitimat where 81.5% of respondents are married / living in common law compared to 56.3% of the Census population.

Table 5.1: Respondent's Marital Status

Marital Status	Kitimat		Prince Rupert		Terrace	
	Survey Percent	2001 Census	Survey Percent	2001 Census	Survey Percent	2001 Census
Single (never married)	4.3	30.1	19.1	37.8	6.7	33.0
Married/Common Law	81.5	56.3	61.7	44.9	68.9	50.2
Separated/Divorced	6.5	3.2	14.7	4.5	12.2	4.6
Widowed	6.5	6.7	3.5	7.4	11.0	7.1
Other	1.1	3.7	0.9	5.3	1.2	5.1
	n=92		n=115		n=164	

Source: Random Household Survey 2003; Statistics Canada 2001.

It is not surprising that the 15-19 years of age and 20-24 years of age categories are under represented (Table 5.2). One of the requirements to participating in this survey was that the respondent must be 19 years of age or older. The sampling strategy used names from the phone book and these are typically household heads. Respondents in the 25-44 years of age category are also under represented, while respondents in the categories 45-54 years and 55-64 years are over represented. Many of these respondents are established home owners. While seniors are under represented in Kitimat, they are slightly over represented in Terrace and Prince Rupert.

Table 5.2: Age Profile of Respondents

Age	Kitimat		Prince Rupert		Terrace	
	Survey Percent	2001 Census	Survey Percent	2001 Census	Survey Percent	2001 Census
15-19 years	0.0	11.9	0.9	10.2	0.6	10.8
20-24 years	0.0	6.7	0.9	7.6	0.0	7.5
25-44 years	32.2	37.2	32.4	39.9	35.6	40.1
45-54 years	32.2	22.3	33.3	20.2	26.3	18.9
55-64 years	27.8	12.0	19.8	11.3	18.8	11.4
65-74 years	5.6	7.1	9.9	6.3	12.5	6.6
75 years +	2.2	2.9	2.7	4.5	6.3	4.6
	n=90		n=111		n=160	

Source: Random Household Survey 2003; Statistics Canada 2001.

The survey respondents show a higher representation of male respondents in all three sites when compared with the 2001 Census (Table 5.3).

Table 5.3: Gender Profile of Respondents

Sex	Kitimat		Prince Rupert		Terrace	
	Survey Percent	2001 Census	Survey Percent	2001 Census	Survey Percent	2001 Census
Male	56.7	51.1	61.6	50.4	57.1	49.9
Female	43.3	48.9	38.4	49.6	42.9	50.1
	n=90		n=112		n=156	

Source: Random Household Survey 2003; Statistics Canada 2001.

Most respondents in all three towns had a high school degree and or some post-secondary education at a community college or university (Table 5.4). Respondents with less than a high school education are under represented in comparison with the 2001 Census in each community, although survey respondents with a college or technical institute diploma are also under represented. In comparison, respondents with a high school degree and / or some post-secondary education, as well as those with a university degree are over represented. The only exception was respondents with university degrees in Terrace, which were under represented.

Table 5.4: Highest Level of Education

Level of Education	Kitimat		Prince Rupert		Terrace	
	Survey Percent	2001 Census	Survey Percent	2001 Census	Survey Percent	2001 Census
Less than high school	14.9	24.9	14.4	29.2	16.7	22.5
High school / some post-secondary	44.6	31.1	32.4	25.9	37.7	29.7
Trade/Vocational Certificate/Diploma	18.5	14.7	12.2	18.0	19.2	12.9
College/Technical Institute Diploma	6.0	17.9	14.4	14.3	12.8	18.7
University degree	16.1	11.3	26.6	12.6	13.5	16.2
	n=168		n=188		n=281	

Source: Random Household Survey 2003; Statistics Canada 2001.

In comparison to the 2001 Census, renters are under represented in the survey sample (Table 5.5). This trend is more pronounced in Prince Rupert and Terrace.

Table 5.5: Respondent's Housing Status

Housing Status	Kitimat		Prince Rupert		Terrace	
	Survey Percent	2001 Census	Survey Percent	2001 Census	Survey Percent	2001 Census
Rent	8.8	19.2	21.4	41.1	12.3	30.9
Own	89.0	80.8	75.9	58.9	85.3	69.1
Other	2.2	-	2.7	-	2.5	-
	n=91		n=113		n=163	

Source: Random Household Survey 2003; Statistics Canada 2001.

Other Socio-Economic Profile Issues

The majority of the respondents in Kitimat, Prince Rupert, and Terrace are long term residents (Table 5.6). This may be attributed to our sampling methodology where some newcomers may not yet be listed in the phone book. Furthermore, newcomers may not feel they have had enough experience living in the community to complete the survey. Comparing those who have moved in the last five years, a greater proportion of respondents from Prince Rupert (12.4%) have recently moved to that city in comparison with Terrace (8.9%) and Kitimat (3.2%) respondents.

Newcomers tend to be employed full-time and have the greatest proportion of respondents with trade / college certificate or a university education. A greater proportion of long term residents, particularly those living in the community for more than 20 years, were retired and had lower education levels.

Table 5.6: How long have you lived in your current town?

Length of Time	Kitimat	Prince Rupert	Terrace
	Percent	Percent	Percent
< 1 year	0.0	0.0	0.6
1-5 years	3.2	12.4	8.9
6-10 years	5.3	15.7	13.6
11-20 years	16.0	16.5	20.1
>20 years	75.5	55.4	56.8
	n=94	n=121	n=169

Source: Random Household Survey 2003.

In terms of employment status, the most predominant group of respondents were those employed full-time, with a fairly high number of respondents also indicating they were retired. Other survey work has noted that retirees often have more time to complete surveys and thus it is not uncommon for a high percentage of respondents to be retired (Halseth and Booth 1999). Most of the part-time employed respondents were women. Kitimat had the greatest proportion of homemakers and the lowest proportion of part-time workers.

Table 5.7: Respondent's Primary Employment Status

Work Status	Kitimat	Prince Rupert	Terrace
	Percent	Percent	Percent
Working Full-Time	42.3	48.9	45.1
Working Part-Time	8.3	14.7	10.5
Self-Employed Full-Time	6.0	5.3	8.7
Self-Employed Part-Time	1.2	3.2	2.4
Student (working Part-Time)	1.8	1.1	0.7
Homemaker	8.9	3.7	5.6
Not Employed, By Choice	3.0	1.1	1.4
Retired	21.4	13.2	18.2
Contract	0.6	0.5	1.0
WCB Leave	1.2	2.1	0.0
Maternity Leave	0.0	0.0	1.4
Other	5.4	6.3	4.9
	n=168	n=190	n=286

Source: Random Household Survey 2003.

In comparing incomes, a high percentage of respondents in Kitimat have a household income of more than $100,000 (Table 5.8). Previous literature suggests that household incomes in towns such as Kitimat are generally high (Halseth 1999). Overall, respondents reported annual household incomes between $25,000 and $70,000.

Table 5.8: Respondent's Annual Household Income

Level of Income	Kitimat	Prince Rupert	Terrace
	Percent	Percent	Percent
Up to $10,000	0.0	3.8	2.1
$10,000 – 24,999	6.0	4.7	13.8
$25,000 - $39,999	8.4	12.3	15.9
$40,000 – 54,999	16.9	18.9	17.9
$55,000 – 69,999	14.5	21.7	12.4
$70,000 – 84,999	19.3	12.3	11.7
$85,000 – 99,000	7.2	10.4	13.8
$100,000 +	27.7	16.0	11.7
Other	0.0	0.0	0.7
	n=83	n=106	n=145

Source: Random Household Survey 2003.

Most residents live and work in the same community (Table 5.9). In comparison with the 2001 Census, commuters living in Terrace and Kitimat are over represented in the survey sample (Table 5.9). According to the 2001 Census, places within the Kitimat Stikine Regional District, as well as Kitimat, are notable areas where Terrace residents commute to. Notable areas where Kitimat residents commute to are within the Kitimat Stikine Regional District, as well as Terrace. Survey respondents commuting from Prince Rupert closely resemble the 2001 Census population. Prince Rupert commuters work mostly in Port Edward or in the Skeena Queen Charlotte Regional District.

Table 5.9: If you or your spouse / partner are currently employed, in which town do you work?

Place of Work	Kitimat		Prince Rupert		Terrace	
	Survey Percent	2001 Census	Survey Percent	2001 Census	Survey Percent	2001 Census
Terrace	3.8	1.5	0.6	0.3	78.8	86.5
Kitimat	75.6	96.0	0.0	0.0	4.7	3.9
Prince Rupert	1.5	0.6	84.0	85.0	0.4	0.4
Other	19.1	1.9	15.4	14.7	16.1	9.2
	n=131		n=169		n=236	

Source: Random Household Survey 2003; Statistics Canada 2001.

Conclusion

This section compares the survey sample and the population of Kitimat, Prince Rupert, and Terrace. In comparing the socio-demographic profile of the survey sample and the 2001 Census, the majority of respondents were older, had a greater proportion of male and married respondents, were more educated, and were more likely to own their own home than noted in the Census. Other socio-demographic information revealed that respondents were mostly long term residents, employed full-time, with the next largest group being retired. The majority of respondents were evenly split between middle and high income households. It is important to remember these discrepancies during the analysis, as such variables have an important impact on preferences and demands for consumer goods and services.

6.0. Shopping Patterns

Shopping services play an important role in retaining residents and improving the quality of life of rural and small town places. As noted earlier, satisfaction with one's living situation and location may decrease if access to consumer goods and services is difficult. In a survey conducted in several Ontario cities, towns, and rural areas, Michalos (1994) found that lack of retail stores was among the worst things about living in the area. In northern Ontario mining communities, Jackson and Poushinsky (1971) found that respondents left their previous community because of a lack of shopping options / opportunities (see also Lennon and Sanik 1999).

One way to explore economic leakage is to examine where people live versus where they purchase goods and services. This section begins by exploring the services used most frequently by all Northwest respondents, followed by examining patterns specific to Kitimat, Prince Rupert, and Terrace. This provides a better understanding of demand, and will provide an important context when examining the relationship between these services, where they are available, as well as where they are most frequently purchased or obtained.

Table 6.1: How often do you purchase the following goods and services? - Percentage of Total Responses

Service	Daily	Weekly	Bi-Monthly	Monthly	Rarely	N=
Automotive	1.1	4.5	5.6	28.1	60.7	359
ATM	11.7	60.2	14.8	5.2	8.0	324
Banking	3.8	48.5	25.7	17.1	4.9	369
Books	0.0	4.6	7.5	33.6	54.3	348
Cameras	0.0	1.2	2.8	11.5	84.4	321
Children's clothes	0.0	0.4	12.4	41.6	45.6	226
Construction	0.6	3.7	5.8	23.6	66.3	326
Drug store	0.3	19.1	26.1	41.1	13.4	372
Dry cleaners	0.0	2.4	4.7	16.8	76.1	297
Florist	0.0	0.0	3.0	13.9	83.1	332
Furniture	0.0	2.7	1.2	0.9	95.2	336
Gas station	2.2	49.9	31.7	14.6	1.7	357
Hairdresser	0.0	0.8	5.8	65.8	27.5	363
Hardware	0.3	3.1	12.5	34.3	49.9	359
Home furnishings	0.0	0.3	3.2	6.7	89.7	341
Lawn / garden	0.0	1.8	6.7	26.7	64.8	341
Legal services	0.0	0.0	0.3	2.8	96.9	289
Major appliances	0.0	0.0	0.3	1.5	98.2	327
Men's clothes	0.0	0.3	1.8	30.8	67.1	331
Music store	0.0	1.0	2.9	11.1	85.0	306
Paper / art	0.0	1.3	3.5	22.3	72.9	310
Professional services	0.3	1.3	0.9	14.8	82.7	318
Radio / t.v.	0.0	0.0	1.2	7.7	91.2	339
Shoe store	0.0	0.0	1.4	15.8	82.8	360
Travel agency	0.0	0.3	0.3	3.8	95.5	312
Women's clothing	0.0	1.5	7.1	39.6	51.7	323

Source: Random Household Survey 2003.

Table 6.1 indicates that the most frequently used services on a daily or weekly basis include ATMs, banking services, and gas stations. Goods and services purchased on a bi-monthly or monthly basis include children's clothing, drug stores, hairdresser, and hardware stores. Other goods and services were purchased less frequently. There were few differences between where people lived and how often they purchased goods and services.

Respondents were then asked to identify where they purchased thirty types of goods and services. These ranged from items needed on a regular basis, such as gas stations and grocery stores, to items that are accessed less frequently such as legal or travel services. All of these items are available in each town.

In Terrace, very few respondents purchased goods or services outside the City (Table 6.2). Items more likely to be purchased out-of-town include clothing, motor vehicles, shoes, music, and cameras. Respondents purchase these goods in higher order places, including Prince George, Vancouver, Edmonton, Calgary, and Kelowna.

Table 6.2: Where do you purchase the following goods and services? - % of Terrace Residents

Service	Kitimat	Prince Rupert	Terrace	Prince George	Other	N=
Automotive	0.0	0.0	98.7	0.0	1.3	159
ATM	0.7	0.0	98.6	0.0	0.7	146
Banking	0.0	0.0	99.4	0.0	0.6	167
Books	0.0	0.6	93.7	2.5	3.2	158
Camera store	0.0	0.7	89.4	5.7	4.3	141
Children's clothes	0.0	0.9	87.9	3.4	7.6	116
Construction	0.0	0.7	97.2	2.1	0.0	145
Convenience goods	0.0	0.0	100.0	0.0	0.0	168
Drug store	0.0	0.0	100.0	0.0	0.0	165
Dry cleaners	0.0	0.0	100.0	0.0	0.0	136
Florists	0.0	0.0	97.3	0.0	2.7	150
Furniture	0.0	0.0	93.4	2.6	3.9	152
Gas station	0.6	0.0	98.1	0.0	1.3	160
Groceries	0.0	0.0	100.0	0.0	0.0	166
Hairdresser	0.6	0.0	99.4	0.0	0.0	160
Hardware	0.0	0.0	100.0	0.0	0.0	160
Home furnishings	0.6	0.0	92.9	2.6	3.9	154
Lawn & garden	0.0	0.0	99.4	0.0	0.6	160
Legal services	0.7	0.0	90.4	3.7	5.2	135
Major appliances	0.0	0.0	93.3	3.3	3.3	150
Men's clothing	0.0	0.0	80.4	6.8	12.8	148
Motor vehicles	0.0	1.4	82.4	2.7	13.5	148
Music store	0.7	0.0	87.4	1.5	10.3	135
Paper / art supplies	0.0	0.0	94.8	0.7	4.4	135
Professional services	0.0	0.0	92.6	2.0	5.4	149
Radio / T.V. store	0.0	0.0	90.8	3.3	5.9	153
Shoe stores	0.0	0.0	83.2	3.7	13.0	161
Specialty food	0.0	0.0	99.3	0.0	0.7	147
Travel agency	0.0	0.0	94.5	0.7	4.8	146
Women's clothing	0.6	0.0	76.1	6.5	16.8	155

Source: Random Household Survey 2003.

Age analysis revealed very few differences about where Terrace respondents purchased these items. Baby-boomers (30-54 years of age) were slightly more likely to shop out-of-town for cameras, children's clothing, and furniture. A gender analysis also revealed very few differences between the shopping patterns of male and female respondents. Female respondents were more likely to purchase men's and women's clothing, as well as radios and televisions in 'other' locations. Respondents with less than a high school education tended to shop out-of-town the least. Other characteristics of out-of-town shoppers from Terrace included high household incomes ($70,000 and above), as well as residents who had lived in the city for less than 5 years. This follows previous findings by Finch and Jones (1994) and Hawes and Lumpkin (1984) who noted that those with higher incomes were more likely to shop out-of-town, while those who had lived longer in the community were more likely to shop in town.

Kitimat residents indicate they purchase most of the listed items in town (Table 6.3). Items where economic leakage occurs include shoes, women's and men's clothing, furniture, radio and televisions, motor vehicles, lawn and garden supplies, home furnishings, children's clothing, music, automotive services, and children's clothing. Kitimat respondents purchase most of these items in Terrace followed by other centres such as Vancouver, Prince George, Edmonton, Calgary, and Kelowna.

Table 6.3: Where do you purchase the following goods and services? - % of Kitimat Residents

Service	Kitimat	Prince Rupert	Terrace	Prince George	Other	N=
Automotive	40.7	0.0	59.3	0.0	0.0	91
ATM	98.7	0.0	1.3	0.0	0.0	77
Banking	98.9	0.0	0.0	0.0	1.1	94
Books	57.8	0.0	37.3	0.0	4.9	83
Camera store	56.1	0.0	34.1	2.4	7.3	82
Children's clothes	32.2	0.0	52.5	3.4	11.9	59
Construction	60.5	0.0	38.4	0.0	1.2	86
Convenience goods	92.6	0.0	7.4	0.0	0.0	94
Drug store	94.6	0.0	5.4	0.0	0.0	93
Dry cleaners	100.0	0.0	0.0	0.0	0.0	77
Florists	94.1	0.0	3.5	0.0	2.4	85
Furniture	28.7	0.0	60.9	1.1	9.2	87
Gas station	91.5	0.0	7.4	0.0	1.1	94
Groceries	86.2	0.0	13.8	0.0	0.0	94
Hairdresser	96.7	0.0	3.2	0.0	0.0	91
Hardware	75.3	0.0	22.5	1.1	1.1	93
Home furnishings	34.1	0.0	55.7	1.1	9.1	88
Lawn & garden	35.6	0.0	64.4	0.0	0.0	90
Legal services	73.5	2.4	18.1	1.2	4.8	83
Major appliances	55.8	0.0	34.9	0.0	9.3	86
Men's clothing	26.5	1.2	47.0	4.8	20.5	83
Motor vehicles	31.4	0.0	47.7	2.3	18.6	86
Music store	40.6	0.0	43.5	2.9	13.0	69
Paper / art supplies	68.4	0.0	28.9	0.0	2.6	76
Professional services	88.0	0.0	7.2	0.0	4.8	83
Radio / T.V. store	38.6	0.0	50.6	2.4	8.4	83
Shoe stores	16.7	0.0	61.1	2.2	20.0	90
Specialty food	86.0	0.0	14.1	0.0	0.0	78
Travel agency	87.1	0.0	3.5	1.2	8.2	85
Women's clothing	29.1	0.0	44.2	5.8	20.9	86

Source: Random Household Survey 2003.

These results also show that some shopping patterns have changed since a study conducted in 1985 entitled *Kitimat Shopping Patterns Survey Results: 1985 Consumer Telephone Survey* (Sewell 1985). For example, while 25.0% of Kitimat respondents in 1985 noted they purchased vehicles in Terrace, 47.7% of Kitimat respondents in 2003 noted they had purchased their vehicles in Terrace. Out-of-town shopping in Vancouver has also slightly increased (Sewell 1985: 39). While today more Kitimat respondents make purchases in Prince George than Prince Rupert, neither Prince Rupert nor Prince George are significant shopping destinations for Kitimat residents. Out-of-town shopping has particularly increased for items such as motor vehicles, footwear, and books.

Overall, baby-boomers (between 30 and 54 years of age) were more likely to shop out-of-town than other age groups. Seniors were more likely to purchase lawn and garden supplies and access travel agency services out-of-town. A greater proportion of female respondents purchased automotive supplies, construction material, men's clothing, shoes, women's clothing, and legal services in Terrace. There were no significant patterns between the educational variables and out-of-town shoppers in Kitimat.

The greatest proportion of out-of-town shoppers had high household incomes ($70,000 and above). A higher proportion of newcomers shopped out-of-town. However, some long term residents shopped out-of-town for cameras, hardware, lawn and garden, men's clothing, and travel agency services. This out-of-town shopping by long term Kitimat residents may be a concern.

Overall, most Prince Rupert respondents shop locally (Table 6.4). However, items that are sometimes purchased out-of-town include motor vehicles, shoes, and men's and women's clothing. However, while respondents do a lot of their out-of-town shopping in Terrace, many respondents by-pass this regional centre to do their shopping in centres like Vancouver, Prince George, and Victoria (particularly for items including books, men's clothing, music, professional services, shoes, and women's clothing). These out-of-town shopping patterns are similiar to those discussed in 1999 by a survey commissioned by the Prince Rupert Economic Development Commission and conducted by a marketing class at the North Coast Community Skills Centre. It found that cars, groceries, and clothes were the largest sources of leakage as residents shopped in Terrace and Vancouver (The Province, June 25, 1999).

In Prince Rupert, baby-boomers (30-54 years of age) had the highest proportion of out-of-town shoppers. Gender shopping patterns varied for products and services. A greater proportion of female respondents purchased automotive supplies in Terrace and were more likely to purchase shoes and women's clothing in 'other' locations. Male respondents, however, were more likely to purchase major appliances in Terrace. A greater proportion of men also purchased men's clothing, paper and art supplies, radios, televisions, and motor vehicles in Prince George and 'other' places.

Respondents in Prince Rupert showed a gap between education and out-of-town shopping. Individuals with lower levels of education shopped out-of-town the least, while those with some university education or higher had a greater proportion of out-of-town shoppers. One exception, however, was that a greater proportion of respondents with a trades education shopped out-of-town for construction material. High income households and newcomers had a greater proportion of out-of-town shoppers compared to other categories.

Table 6.4: Where do you purchase the following goods and services? - % of Prince Rupert Residents

Service	Kitimat	Prince Rupert	Terrace	Prince George	Other	N=
Automotive	0.9	69.8	24.5	1.9	2.8	106
ATM	0.0	100.0	0.0	0.0	0.0	107
Banking	0.0	98.3	0.0	0.0	1.7	117
Books	0.0	71.0	10.3	1.9	16.8	107
Camera store	0.0	85.4	4.8	1.9	7.8	103
Children's clothes	0.0	81.4	5.7	4.3	8.6	70
Construction	0.0	91.2	6.9	0.0	2.0	102
Convenience goods	0.0	97.5	1.7	0.0	0.0	121
Drug store	0.0	94.9	3.4	0.0	1.7	118
Dry cleaners	0.0	100.0	0.0	0.0	0.0	98
Florists	0.0	99.0	1.0	0.0	0.0	104
Furniture	0.0	77.8	13.0	0.9	8.3	108
Gas station	0.0	96.4	1.8	0.0	1.8	112
Groceries	0.0	99.2	0.0	0.0	0.8	120
Hairdresser	0.9	96.5	0.9	0.0	1.7	116
Hardware	0.0	83.0	14.3	0.0	2.7	112
Home furnishings	0.0	77.1	12.8	0.9	9.2	109
Lawn & garden	0.0	84.2	14.9	0.0	1.0	101
Legal services	0.0	97.9	2.1	0.0	0.0	94
Major appliances	0.0	81.6	7.8	1.0	9.7	103
Men's clothing	0.9	62.3	5.7	4.7	26.4	106
Motor vehicles	0.0	50.5	23.7	1.0	24.7	101
Music store	0.0	67.0	7.4	3.2	22.3	94
Paper / art supplies	0.0	78.4	8.2	4.1	9.6	97
Professional services	0.0	86.3	2.0	1.0	10.8	102
Radio / T.V. store	0.0	79.4	7.5	0.9	12.2	107
Shoe stores	0.0	59.1	9.6	4.3	27.0	115
Specialty food	0.0	89.1	6.9	0.0	4.0	101
Travel agency	1.0	87.8	3.1	1.0	7.1	98
Women's clothing	0.0	59.4	4.0	5.0	31.7	101

Source: Random Household Survey 2003.

Overall, there appears to be a relationship between the frequency in which goods and services are purchased and out-of-town shopping. Consumers shopped out-of-town for goods and services that were rarely purchased. Larger centres draw upon a greater market area and are able to provide a wider selection of products and choice of stores for specialized goods and services.

Why Are Products / Services Not Purchased Locally

If residents indicated they were shopping out-of-town for goods or services, we wanted to know why. To start, respondents were asked if a range of services became easier, the same, or more difficult to access during the last five years (Table 6.5).

Overall, respondents indicated that service accessibility has remained the same. Respondents in Kitimat indicated that some services have become more difficult to access. Construction materials and lawn and garden supplies became more difficult to access in Kitimat when the Do-It Centre closed in 1995 after being open for more than 40 years (Northern Sentinel, September 13th, 1995). More recently, the North Coast Lawn and Garden store closed in 2003 (Sewell, personal communication, 2004). Clothing services were identified as being more difficult to access in each of Kitimat, Prince Rupert, and Terrace. Although open at the time the mail out surveys were distributed, the Universal Clothing store in Prince Rupert and the Jeans North store in Terrace announced they would be closing in August (The Daily News, August 15th, 2003).

Table 6.5: Change in Accessibility of Services

Service	Kitimat	N=	Prince Rupert	N=	Terrace	N=
Automotive	2.22	88	2.15	96	1.77	140
ATM	1.71	79	1.71	102	1.58	141
Banking	1.90	92	1.88	110	1.79	160
Books	2.02	82	2.13	95	1.92	134
Camera store	2.52	79	2.03	89	1.97	113
Children's clothing	2.46	59	2.23	64	2.10	104
Construction	2.42	83	2.13	87	2.00	130
Drug store	2.46	91	2.00	105	1.82	160
Dry cleaners	2.03	67	1.96	81	1.93	123
Florists	2.05	79	2.03	94	1.90	131
Furniture	2.32	81	2.40	92	1.96	136
Gas station	1.92	90	1.90	105	1.82	151
Hairdresser	1.97	89	1.97	106	1.92	154
Hardware	2.24	89	2.14	103	2.00	148
Home furnishings	2.33	82	2.31	97	1.99	137
Lawn & garden	2.43	86	2.03	96	1.78	145
Legal services	2.17	72	2.05	73	1.98	104
Major appliances	2.28	78	2.36	90	1.99	128
Men's clothing	2.35	84	2.38	97	2.05	131
Music store	2.57	70	2.26	84	2.00	114
Paper / art supplies	2.22	74	2.14	80	1.98	114
Professional services	2.12	76	2.04	83	1.90	115
Radio / T.V. store	2.65	81	2.23	88	1.97	131
Shoe stores	2.71	89	2.42	102	2.11	151
Travel agency	2.05	83	2.10	87	1.95	133
Women's clothing	2.63	84	2.41	88	2.14	143

Note: 1=easier; 2=same; 3=more difficult.
Source: Random Household Survey 2003.

Respondents were then asked why they did not purchase items locally (Table 6.6). Selection was cited as the most important reason followed by price and quality. This resembles previous research where retailers recognized that local residents shopped out-of-town due to perceptions of narrow selection and higher prices in local stores (Iowa State University, No. 3., 1999; Sewell 1985). These results also mirrored earlier findings in Prince Rupert which suggested that residents were shopping out-of-town because of a lack of selection, price, and 'cabin fever' (The Province, June 25, 1999). An analysis revealed that there were few differences between respondents from the three towns.

Table 6.6: Reasons Products / Services Not Purchased Locally

Reason	NW	N=	Kitimat	N=	PR	N=	Terrace	N=
Price	2.19	265	2.21	80	2.17	88	2.19	97
Service	3.43	250	3.32	76	3.62	85	3.35	89
Quality	2.81	257	3.22	79	2.73	85	2.53	93
Selection	1.93	263	1.99	79	1.99	86	1.84	98
Hours of operation	4.95	243	5.15	75	5.00	80	4.84	88
Like to travel out-of-town	4.93	244	4.85	79	5.15	79	4.81	86

Source: Random Household Survey 2003. Note: 1=most important; 2=important; 3=somewhat important; 4=neutral; 5=less important; 6=not important; 7=least important.

An analysis of the evaluative variables revealed that low income households, female respondents, students, and homemakers were less likely to purchase their products locally due to price considerations. Low and medium income households, seniors, and homemakers were more likely to express concerns about service. A greater proportion of seniors, as well as respondents who were retired or unemployed by choice, did not purchase items locally because they liked to travel out-of-town as a form of recreation and social activity. Finally, homemakers reported more concerns regarding selection.

Out-of-town shopping is not the only way economic leakage can occur. Respondents were also asked how often they use alternative methods for shopping such as the Internet or catalogues. Findings indicate that alternative methods of shopping are not used frequently (Table 6.7). In Terrace, the farmer's market was an important alternative. Of particular interest is the number of respondents from Kitimat and Prince Rupert who use the farmer's market even though neither town has one. Internet was an alternative method used most frequently by Kitimat respondents. However, the Internet was also a source of alternative shopping for residents of Prince Rupert and Terrace. All three places have a Community Access Program that helps to foster public Internet access, and developments have been under way in these communities to improve Internet access. For example, high speed lines were installed in Prince Rupert in 1999 (The Daily News, July 21st, 1999).

Table 6.7: Alternative Methods of Shopping

Service	Kitimat	User %	Pr Rupert	User %	Terrace	User %
Internet	3.90	62.8	4.23	58.7	4.35	46.4
Catalogue	4.04	86.2	4.25	83.5	4.30	82.1
Teleshopping	4.78	39.4	4.95	32.2	4.86	30.4
Newspapers	4.11	58.5	4.28	50.4	4.17	52.4
Garage sales	4.09	50.0	4.23	57.9	4.13	55.4
Pawn shops	4.90	33.0	4.79	34.7	4.73	28.6
Home parties	4.71	47.9	4.69	42.1	4.80	45.2
Farmer's market	4.21	55.3	4.34	55.4	3.71	66.7
Craft sales	4.38	61.7	4.44	58.7	4.44	50.6
Thrift stores	4.29	55.3	4.61	48.8	4.37	53.0

Source: Random Household Survey 2003. Note: 1=daily; 2=weekly; 3=monthly; 4=seasonally; 5=rarely.

Next, we compared why these methods were used. Internet and catalogue shopping were used for convenience and selection (Table 6.8). The farmer's market was also used for selection, as well as quality of products. However, despite earlier findings that price was a key reason for out-of-town shopping, it was not a key reason why these methods were used. However, newspapers, and alternative methods such as garage sales, pawn shops, and thrift stores were mostly used for price considerations.

Table 6.8: Reasons for Using Other Methods - Percentage of Total Responses

Reason	Price	Convenience	Selection	Quality	Service	N=
Internet	16.5	41.8	40.1	0.0	1.6	182
Catalogue	10.4	44.1	43.8	1.3	0.3	297
Teleshopping	26.4	30.2	30.2	7.5	5.7	53
Newspaper	54.5	30.1	12.6	0.7	2.1	143
Garage sales	82.1	8.9	7.1	0.6	1.2	168
Pawn shops	81.4	10.2	8.5	0.0	0.0	59
Home parties	5.2	27.0	38.3	19.1	10.4	115
Farmer's market	14.6	10.2	33.7	41.5	0.0	205
Craft sales	12.6	7.2	52.1	26.9	1.2	167
Thrift stores	85.4	5.1	8.3	0.6	0.6	157

Source: Random Household Survey 2003.

Conclusion

Most people shop locally. However, a larger proportion of out-of-town shopping, and hence economic leakage, was indicated in Kitimat and Prince Rupert compared to Terrace. However, men's clothing, women's clothing, shoes, and motor vehicles are sources of out-of-town shopping for all three places. An analysis of age and gender revealed mixed shopping patterns for various products in these three towns. However, baby-boomers, those with higher incomes, and a greater proportion of newcomers were more likely to shop out-of-town.

The accessibility of the thirty goods and services evaluated in this section appeared, for the most part, to remain the same in Terrace and Prince Rupert over the last five years. For goods and services that became more difficult to access in Prince Rupert and Kitimat, some of the change in accessibility was attributed to service closure. However, out-of-town shopping was not just attributed to the closure of services. Respondents indicated that selection, price, and quality were also key factors in determining where they shopped. Interestingly, alternative methods were not used on a frequent basis, and do not yet appear to have a significant impact on economic leakage.

7.0 Satisfaction with Services

When consumers are not bound by trade areas, then socio-demographic factors and community satisfaction become more important in explaining the location of shopping (Pinkerton *et al.*, 1995). Specifically, out-of-town shopping trips may be facilitated by dissatisfaction with local services or the need to access services outside the community. This section explores satisfaction of all Northwest respondents, as well as community respondents, with a range of business, health, community, provincial government, and federal government services.

Business Services

Small businesses provide a range of activities within a place that can enhance local quality of life, as well as its viability and stability. Business members also play a key role in the community through membership or leadership roles in volunteer organizations, as well as through the sponsorship of local events. Overall, respondents were satisfied with business services (Table 7.1). Respondents were the most satisfied with ATMs, banking services, and grocery stores. These services are used the most frequently by respondents in each town. However, there were some important sources of dissatisfaction, especially with clothing services and vegetarian dining.

Table 7.1: Satisfaction with Business Services - Percentage of Total Responses

Service	Very Dissatis.	Dissatis.	Neutral	Satisfied	Very Satis.	N=
Accounting / Bookkeeping	2.9	5.3	21.5	47.4	23.0	209
ATM	1.2	2.1	8.6	57.0	31.2	337
Banks	3.3	6.0	12.3	54.6	23.8	366
Clothing	13.6	39.3	22.3	22.3	2.5	359
Credit unions	2.0	4.0	19.1	49.4	25.5	251
Drugstore	3.8	8.1	15.4	54.7	17.9	369
Entertainment	8.6	27.4	29.1	29.7	5.2	347
Financial	4.7	9.0	30.7	45.8	9.7	277
Gas station	0.6	2.2	13.4	65.2	18.7	359
Grocery store	0.8	5.7	11.4	61.9	20.3	370
Furniture store	6.5	29.5	26.4	30.1	7.5	322
Inter community bus service	9.4	11.2	24.9	43.8	10.7	233
Legal service	3.7	5.0	35.7	47.7	7.9	241
Passenger rail	12.7	25.0	28.8	28.3	5.2	212
Second hand clothing	2.1	5.1	40.7	43.6	8.5	236
Dining restaurants	8.3	24.2	15.1	42.7	9.7	372
Fast food	9.3	21.0	19.3	44.5	5.9	353
Vegetarian dining	20.8	22.2	36.8	17.4	2.8	144

Source: Random Household Survey 2003.

Female respondents were more dissatisfied with vegetarian dining. Respondents under 30 years of age were less satisfied with clothing, take out/fast food, and vegetarian dining. Baby-boomers were less satisfied with furniture stores and restaurants.

Other socio-demographic characteristics also revealed differences. Most notably, those with middle to high incomes were more dissatisfied with clothing stores. These respondents also tended to be employed full-time. High income households also tended to be more dissatisfied with furniture stores, passenger rail service, and restaurants. Homemakers were particularly concerned about clothing, drug stores, entertainment options, passenger rail service, and vegetarian dining.

Respondents living in their town for 6-10 years were more likely to be dissatisfied with credit unions, entertainment, financial services, and second hand clothing stores. Newcomers were more likely to be dissatisfied with furniture stores and fast food outlets.

Table 7.2: Satisfaction of Business Services in Northwest Communities

Business Services	Kitimat		Prince Rupert		Terrace	
	Rating	N=	Rating	N=	Rating	N=
Accountants/Bookkeeper	3.58	48	3.78	65	3.97	96
ATM	4.16	83	4.10	107	4.18	147
Banks	3.84	90	3.82	115	3.98	161
Clothing Store	2.16	88	2.52	114	2.92	157
Credit Unions	3.81	68	3.90	82	4.02	101
Drug Store	3.22	90	3.67	115	4.09	164
Entertainment	2.49	85	3.15	110	3.07	152
Financial Advice/Services	3.09	74	3.51	82	3.67	121
Gas Station	3.31	89	3.17	111	3.47	159
Grocery Store	3.71	90	3.92	117	4.10	163
Furniture Store	2.52	75	2.56	102	3.61	145
Inter-Community Bus Service	2.59	70	3.68	73	3.69	90
Legal Services	3.18	66	3.49	76	3.73	99
Passenger Rail	2.10	50	3.05	73	3.18	89
Second-Hand Clothing Store	3.34	62	3.22	59	3.76	115
Sit Down/Dining Restaurants	2.26	90	3.74	116	3.36	166
Take-Out/Fast Food	2.11	87	3.35	110	3.63	152
Vegetarian Dining	1.98	46	2.88	43	2.87	55

1 = Very Dissatisfied; 2 = Dissatisfied; 3 = Neutral; 4 = Satisfied; 5 = Very Satisfied
Source: Random Household Survey 2003.

Overall, Terrace respondents were the most satisfied with business services, followed by Prince Rupert respondents (Table 7.2). Kitimat respondents were more dissatisfied with business services such as clothing stores, entertainment, furniture, inter-community bus service (none exists), passenger rail service, restaurants, take-out/fast food, and vegetarian dining. As noted earlier, Kitimat has faced store closures over the past decade in some of these areas. What is surprising is that historically, long term residents in Kitimat tended to be more satisfied with shopping services (Kerby 1985). The 2003 survey, however, found there were few differences between long time residents and newcomers.

Banking services, including credit unions, may also play an important role during times of stress as some residents have remained in their homes after defaulting on payments. Financial institutions prefer having someone taking care of the property rather than having the property sit vacant. At times, financial counsellors have provided advice on where clients may obtain help for social problems associated with family stress (The Vancouver Sun, March 16, 2002). In addition to providing assistance for clients coping with stress, credit unions have also improved operations through the adoption of technology. Credit unions in Terrace have become connected to the Internet and operate similiar to regular charter banks. Previously, credit unions were not linked together like banks (Peace River Block Daily News, May 6, 2002).

As shopping services close, residents may increase their out-of-town trips in search of a wider selection of goods and services. The loss of shopping services also affects the social fabric of a community as shopping plays an important role in fostering daily social interaction. Business closures can also impact the availability of community business leaders and sources of sponsorship for local events. Within this regional context, Kitimat and Prince Rupert have been impacted more by business closures stemming from industry restructuring or closures. This places additional pressures on local businesses to support the community, not just for goods and services, but in the case of financial institutions, to be able to refer clients to a support social network during times of stress.

Health Services

Health services, such as long term residential care, home support, meals-on-wheels, and doctors, have experienced new pressures and demands from a growing seniors' population in rural and small town Canada (Robinson 1990). As restructuring occurs, the closure or centralization of physical and mental health services has been particularly difficult on the elderly and the poor (Liu *et al.* 2001) who do not always have access to a vehicle and who live in places with limited public transportation services. However, it is not just the utility of health services that is of concern, but also the potential loss of jobs in this sector that can lead to further out-migration and a decline in the local economy.

In general, satisfaction with health services varied from neutral to satisfied (Table 7.3). Overall, lower levels of satisfaction were noted for long term residential care and social services. Female respondents were more dissatisfied with home support and homemaking services. Age characteristics revealed few differences, with respondents over the age of 55 more satisfied with public health services.

Table 7.3: Satisfaction with Health Services - Percentage of Total Responses

Service	Very Dissatis.	Dissatis.	Neutral	Satisfied	Very Satis.	N=
Ambulance	3.6	13.9	19.4	48.4	14.7	252
Chiropractor	0.9	8.0	17.9	57.5	15.6	212
Dentist	1.1	3.9	10.4	58.1	26.4	356
Dietician	4.9	6.7	36.2	46.6	5.5	163
Emergency	5.0	16.8	20.6	44.2	13.4	321
Family doctor	2.9	4.0	13.6	51.2	28.3	375
Home support	7.0	16.1	37.1	31.5	8.4	143
Homemaking	4.3	15.5	45.7	26.7	7.8	116
Long term residential care	11.3	24.8	29.8	25.5	8.5	141
Massage therapy	1.8	7.4	28.8	49.1	12.9	163
Meal programs	7.3	12.5	49.0	29.2	2.1	96
Occup. therapy	6.8	9.1	37.1	41.7	5.3	132
Optometrist	2.4	6.0	18.7	59.0	13.9	332
Orthodontist	4.4	13.7	25.7	47.5	8.7	183
Pre-post natal	0.0	8.1	37.1	45.2	9.7	124
Public health nurse	0.0	2.6	27.1	53.1	17.2	192
Physiotherapist	2.8	11.2	24.2	48.8	13.0	215
Resp. therapy	7.7	12.8	53.8	25.6	0.0	78
Respite care	6.5	22.6	41.9	25.8	3.2	93
Social services	12.6	25.2	37.1	23.3	1.9	159
Speech therapy	8.3	14.8	43.5	28.7	4.6	108
Therapy services	9.2	19.3	37.8	27.7	5.9	119

Source: Random Household Survey 2003.

In terms of employment status, retirees were more dissatisfied with home support services. Homemakers were also more likely to be dissatisfied with home support and homemaking services. People working full-time were more likely to be dissatisfied with occupational therapy and orthodontist services. Students were more dissatisfied with counselling, while those who were unemployed were more likely to be dissatisfied with doctors.

Newcomers were more likely to be dissatisfied with long term residential care. Long term residents of more than 20 years were more dissatisfied with pre/post natal services and physiotherapy services.

Table 7.4: Satisfaction of Health Services in Northwest Communities

Health Services	Kitimat		Prince Rupert		Terrace	
	Rating	N=	Rating	N=	Rating	N=
Ambulance Services	3.71	73	3.64	75	3.41	104
Chiropractor	3.63	56	3.73	62	3.93	94
Dentist	4.07	90	4.07	111	4.03	154
Dietician	3.42	55	3.43	53	3.38	55
Emergency Room	3.46	80	3.50	96	3.39	145
Family Doctor	3.76	91	3.97	117	3.92	167
Home Support Services	2.87	45	3.30	44	3.35	54
Homemaking Services	2.98	40	3.19	37	3.38	39
Long Term Residential Care	2.91	46	2.76	41	3.13	54
Massage Therapist	3.45	49	3.39	44	3.93	70
Meal Programs	2.75	32	3.08	24	3.30	40
Occupational Therapist	3.19	47	3.33	39	3.37	46
Optometrist	3.29	85	3.84	100	3.97	147
Orthodontist	3.33	49	3.35	49	3.53	85
Pre/Post Natal	3.49	43	3.55	29	3.63	52
Public Health Nurse	3.72	58	3.85	51	3.94	82
Physiotherapist	3.28	60	3.52	66	3.83	89
Respiratory Therapist	2.80	25	2.91	23	3.17	30
Respite Care	2.55	29	3.00	25	3.26	39
Social Services	2.47	45	2.71	52	2.90	62
Speech Therapist	2.77	35	2.79	34	3.56	39
Therapy Services	2.63	38	3.00	39	3.38	42

1 = Very Dissatisfied; 2 = Dissatisfied; 3 = Neutral; 4 = Satisfied; 5 = Very Satisfied
Source: Random Household Survey 2003.

Table 7.4 changes the analysis to look at satisfaction with health services across each of Kitimat, Prince Rupert, and Terrace. Terrace respondents tended to be more satisfied with health services, followed by Prince Rupert respondents. Mills Memorial Hospital in Terrace has increased access to surgical services by becoming a regional medical service centre (Terrace Standard, January 22, 2003). Kitimat respondents were the most dissatisfied with health services, particularly home support services, meal programs, respite care, social services, speech therapy, and therapy services. A number of these health services have either closed, been downsized, or regionalized. However, a new hospital and health centre opened in Kitimat in 2002. Despite this, a number of beds were closed in both Prince Rupert and Kitimat. Prince Rupert Regional Hospital lost six beds and Kitimat General Hospital lost 12 beds, while Mills Memorial Hospital in Terrace gained ten (The Vancouver Sun, April 24, 2002). On the other hand, the hospital in Kitimat gained some multi-level care beds for extended care patients (Sewell, personal communication, 2004). The Prince Rupert Regional Hospital also faced difficulties with nursing shortages that led to the closure of the intensive care unit (The Daily News, May 14, 2002). Furthermore, Prince Rupert experienced funding cutbacks in social services for the anti-drug program, Prince Rupert Reconnect, the teen halfway house, Orca Group Home, and the Prince Rupert Community Enrichment Society (The Daily News, July 4, 2002). In May 2003, Prince Rupert's Salvation Army closed due to lack of funds and a deteriorating building (The Daily News, May 27, 2003).

Kitimat, Prince Rupert, and Terrace have all experienced a loss of young families and a proportional increase in retirees, as well as residents who are close to retirement. This will have important implications for a range of health and social services geared towards their needs. While health services have continued to develop in Terrace, both Prince Rupert and Kitimat have experienced service cutbacks. This has important implications for economic leakage as residents may pursue out-of-town shopping during out-of-town trips to access health and social services. An increase in out-of-town trips for a variety of purposes may lead to community dissatisfaction and even out-migration (Halseth and Sullivan 2000).

Community Services

Community services are an important local foundation, especially during times of economic and social stress. Recreational amenities can also enhance the quality of life of the population and special interest groups such as seniors and youth. Such services provide an opportunity for community engagement and interaction to build relationships.

Overall, Northwest respondents were satisfied with community services (Table 7.5). Seniors tended to be more satisfied with services such as the public library and the swimming pool. Respondents under 30 years of age tended to be more concerned with bowling facilities and indoor recreation. Respondents with low household incomes were more satisfied with recreation programs. Newcomers were more likely to be dissatisfied with adult education services.

Table 7.5: Satisfaction with Community Services - Percentage of Total Responses

Service	Very Dissatis.	Dissatis.	Neutral	Satisfied	Very Satis.	N=
Adult education	4.6	24.0	26.2	41.4	3.8	263
Animal welfare / shelter	3.6	4.7	24.5	58.4	8.8	274
Bowling	6.5	13.7	22.4	52.9	4.6	263
Counselling	10.7	15.0	33.7	34.2	6.4	187
Golf course	0.4	0.8	12.8	59.2	26.8	265
Movie theatre	11.2	18.9	17.7	47.2	5.0	339
Municipal parks	2.5	11.2	18.2	58.7	9.5	358
Museum	2.5	8.0	26.2	51.4	12.0	325
Public transportation	3.7	7.4	24.2	56.9	7.7	297
Public library	1.1	3.1	13.6	58.2	24.0	359
Indoor rec. facil.	3.9	10.1	16.1	49.7	20.2	336
Outdoor rec. fac.	3.3	8.8	21.3	52.6	14.0	329
Rec. programs	1.9	8.7	22.9	53.2	13.2	310
Senior services	2.9	15.7	25.6	47.7	8.1	172
Stage theatre	2.0	4.3	27.7	52.7	13.3	256
Support groups	7.1	8.3	33.3	44.9	6.4	156
Swimming pool	2.4	6.2	12.4	57.4	21.6	338

Source: Random Household Survey 2003.

Kitimat respondents were the most satisfied with community services, followed by Prince Rupert and Terrace (Table 7.6). This is not surprising given that Kitimat was a planned instant town (Halseth *et al.* 2003). The design specifically incorporated recreational services, parks, and pathways. More recently, the community opened a new skate park that was spearheaded by the Kitimat Youth Development Society (Northern Sentinel, July 9, 2003). Skateboard parks also opened in both Terrace (2000) and Prince Rupert (2001) (The Daily News, July 20, 2000; The Daily News, April 30, 2001). And while Kitimat respondents noted that they were the most dissatisfied with bowling in their town, it was recently announced that the local lanes are getting renovated (Northern Sentinel, August 27, 2003).

Prince Rupert respondents were more satisfied with community services such as the swimming pool, the golf course, indoor recreational facilities, and the museum. In 2002, the Musuem of Northern British Columbia was nominated as a finalist for top tourist attraction by Attractions Canada (The Daily News, April 15, 2002).

Terrace respondents expressed dissatisfaction with the movie theatre (particularly with movie theatre seats). However, Terrace respondents were more satisfied with the golf course and the public library. The Skeena Valley Golf and Country Club benefited from the expansion of a 9 hole golf course to an 18 hole golf course, the installation a new irrigation system, development of a pro shop, and the expansion of the clubhouse (The Province, September 11, 1997).

Table 7.6: Satisfaction with Community Services in Northwest Communities

Community Services	Kitimat		Prince Rupert		Terrace	
	Rating	N=	Rating	N=	Rating	N=
Adult Education Services	2.81	67	3.31	89	3.25	107
Animal Welfare/Services	3.34	73	3.78	92	3.71	109
Bowling	2.74	70	3.67	75	3.52	118
Counseling Services	3.00	50	2.98	56	3.26	81
Golf Course	4.03	75	4.04	81	4.23	109
Movie Theatre	3.62	90	3.61	109	2.56	140
Municipal Parks	3.74	91	3.45	110	3.66	157
Museum/Archives	3.71	85	3.98	111	3.26	129
Public Transportation	3.79	85	3.75	93	3.29	119
Public Library	4.00	91	3.88	113	4.10	155
Indoor Recreation Facilities	4.22	87	3.99	110	3.20	139
Outdoor Recreation Facilities	3.99	86	3.50	107	3.56	136
Recreation Programs	3.99	86	3.61	97	3.50	127
Senior’s Services	3.31	49	3.52	46	3.44	77
Stage Theatre	3.51	68	3.96	84	3.63	104
Support Groups	3.48	44	3.22	51	3.38	61
Swimming Pool	4.05	86	4.10	107	3.66	145

1 = Very Dissatisfied; 2 = Dissatisfied; 3 = Neutral; 4 = Satisfied; 5 = Very Satisfied
Source: Random Household Survey 2003.

These are positive findings for Kitimat, Prince Rupert, and Terrace as recreational activity and facilities have been positively associated with community satisfaction (Michalos and Zumbo 1999; Michalos 1994; Riffel 1975; Jackson and Poushinsky 1971), and therefore, play an important role in attracting and retaining residents and businesses (Johnson and Rasker 1995; Gill and Everitt 1993).

Provincial Services

Overall, respondents in the Northwest were neutral or dissatisfied with provincial services (Table 7.7). The exception was liquor stores where more than 75% of respondents were satisfied. Gender analysis revealed few differences. However, male respondents were more dissatisfied with the Ministry of Forests.

Income levels revealed few differences, while employment status revealed that homemakers were more dissatisfied with secondary education, and unemployed respondents more dissatisfied with Employment and Benefits and Skills and Labour. Respondents who were self-employed part-time were also particularly dissatisfied with Skills and Labour. Respondents who were self-employed full-time were more likely to be dissatisfied with the Ministry of Forests. Long term residents were more dissatisfied with WCB Assistance and the Port / Harbour Commission than other categories.

Table 7.7: Satisfaction with Provincial Services - Percentage of Total Responses

Service	Very Dissatis.	Dissatis.	Neutral	Satisfied	Very Satis.	N=
Court services	16.7	22.5	30.1	28.2	2.4	209
Elementary school	12.5	26.5	23.9	30.7	6.4	264
Secondary school	14.1	27.0	21.9	31.6	5.5	256
Post secondary	12.5	29.8	27.8	27.5	2.4	255
Employment & Benefits Ctr.	14.7	25.4	34.0	24.4	1.5	197
Liquor store	0.6	1.2	19.6	64.8	13.8	327
Min. of Forests	10.1	24.5	34.6	28.8	1.9	208
Min. of Hwys	15.2	35.7	28.1	19.8	1.1	263
Skills & Labour	13.3	25.1	40.4	20.7	0.5	203
Social worker	13.0	19.3	46.0	19.3	2.5	161
WCB Assistance	22.4	22.9	32.2	21.0	1.5	205

Source: Random Household Survey 2003.

Prince Rupert respondents were the most satisfied with provincial services (Table 7.8). The Ministry of Forests office remained opened, although there were job losses (The Daily News, October 30, 2002). However, dissatisfaction has been expressed through the media after the Ministry of Forests withdrew services at Diana Lake and the Butz Rapids trail (The Daily News, May 15, 2002; The Daily News, March 18, 2002). Dissatisfaction was expressed in the media by the IWA after the Ministry of Forests terminated two Bill 13 contracts. These contracts provided logging contractors, mostly Terrace-based, exclusive rights to Skeena timber (The Daily News, April 1, 2002). The North Coast Community Skills Centre announced its closure in 2001 (The Daily News, October 15, 2001). Despite this, the federally HRDC funded program, Prince Rupert's Career Resource Centre, remained open. In 2002, BC Hydro closed its office in Prince Rupert (The Daily News, January 11, 2002). This was shortly followed by plans to close the B.C. Assessment Authority office, with services transferred to Terrace (The Daily News, February 12, 2002). All three communities have also been dissatisfied with cuts to social services by the Ministry of Children and Family (The Daily News, November 25, 2002; The Daily News, July 4, 2002; The Province, February 26, 2004).

Table 7.8: Satisfaction with Provincial Services in Northwest Communities

Provincial Services	Kitimat		Prince Rupert		Terrace	
	Rating	N=	Rating	N=	Rating	N=
Court Services	1.84	64	3.21	63	3.12	82
Elementary Education	2.40	73	3.43	80	2.90	111
Secondary Education	2.26	70	3.43	80	2.87	106
Post Secondary Education	2.24	71	2.99	79	3.12	105
Employment and Benefits Centre	2.40	55	2.82	62	2.88	80
Liquor Store	4.00	86	3.84	103	3.88	138
Ministry of Forests	2.66	47	3.07	59	2.87	102
Ministry of Highways	2.12	67	2.84	74	2.63	122
Skills and Labour	2.49	57	2.67	61	2.86	85
Social Worker	2.72	46	2.82	51	2.81	64
WCB Assistant	2.53	57	2.71	59	2.48	89

1 = Very Dissatisfied; 2 = Dissatisfied; 3 = Neutral; 4 = Satisfied; 5 = Very Satisfied
Source: Random Household Survey 2003.

Kitimat respondents were particularly dissatisfied with court services, the Ministry of Highways, and post-secondary education. This is most likely a reflection of the service closures (The Daily News, July 11, 2002; Northern Sentinel, February 5, 2003; Northern Sentinel, May 28, 2003). Since the survey was conducted, the District of Kitimat purchased the courthouse from the B.C. Building Corporation and has since established a circuit court (Sewell, personal communication, 2004; Northern Sentinel, April 9, 2003).

Terrace and Kitimat respondents showed lower levels of satisfaction with elementary and secondary education. In 1998, cutbacks meant cuts to music programs in Terrace, and the closure of the Kitimat School Board office (Northern Sentinel, July 15th, 1998). Since then, however, the School Board building has been transformed into the Family Resource Centre which offers child development services (Sewell, personal communication, 2004). In Terrace, the newly constructed Mountainview Elementary School was closed before it opened due to a decline in enrolments that was felt to be related to closures associated with Skeena Cellulose (Prince George Citizen, June 14, 2002). In 2003, the Coast Mountain School Board, which serves both Kitimat and Terrace, announced a four day school week to begin in September (The

Vancouver Sun, March 25, 2003). Consequently, support staff services were not required on Fridays.

Federal Services

Overall, respondents tended to be neutral to satisfied with a range of federal services (Table 7.9). In particular, post office services and the RCMP recorded strong levels of satisfaction. An analysis of evaluative variables revealed few differences among respondents. However, female respondents were more dissatisfied with HRDC than male respondents. Respondents who were either unemployed or employed part-time were also more likely to be dissatisfied with HRDC.

Table 7.9: Satisfaction with Federal Services - Percentage of Total Responses

Service	Very Dissatis.	Dissatis.	Neutral	Satisfied	Very Satis.	N=
Employment Insurance	13.0	20.0	34.4	30.2	2.3	215
HRDC office	9.3	18.6	40.1	27.3	4.7	172
Port / Harbour	9.5	19.7	40.1	25.5	5.1	137
Post office	1.9	8.2	18.6	59.2	12.1	365
RCMP	2.9	4.0	15.4	64.9	12.9	350
Revenue Cda	10.0	15.2	35.2	37.2	2.4	290

Source: Random Household Survey 2003.

Satisfaction levels for federal services varied between Kitimat, Prince Rupert, and Terrace (Table 7.10). With the exception of the post office and the RCMP, Kitimat residents were generally more dissatisfied with federal services, particularly Employment Insurance and HRDC. In 1995, Kitimat's Canada Employment Centre was designated to close with the closest service available in Terrace (Northern Sentinel, September 27, 1995). Such a closure was particularly difficult with future layoffs by Eurocan in 1998 and Alcan in 1999 (Northern Sentinel, June 16, 1999; Northern Sentinel, June 10, 1998). Respondents in Prince Rupert were neutral in their satisfaction with employment insurance. However, dissatisfaction has been expressed in the media when shoreworkers did not qualify for employment insurance because they had not worked enough hours during an economic downturn (Guardian, August 16, 1997).

The loss of government services can lead to not just a loss of jobs, but also a loss of skilled residents and leadership in the community. Furthermore, as residents leave the community to access government services in other locations, they may also use the opportunity to access a range of other services, including shopping.

Table 7.10: Satisfaction with Federal Services in Northwest Communities

Federal Services	Kitimat		Prince Rupert		Terrace	
	Rating	N=	Rating	N=	Rating	N=
Employment Insurance	2.30	53	3.00	70	3.14	92
HRDC Office	2.36	39	3.08	63	3.27	70
Port/Harbour Commission	2.41	34	2.85	73	3.40	30
Post Office	3.98	91	3.46	114	3.74	160
RCMP	3.87	89	3.79	112	3.79	149
Revenue Canada	2.81	72	3.12	91	3.18	127

1 = Very Dissatisfied; 2 = Dissatisfied; 3 = Neutral; 4 = Satisfied; 5 = Very Satisfied
Source: Random Household Survey 2003.

Reasons for Out-of-Town Trips

If respondents were dissatisfied with services, we wanted to explore if there was a relationship between satisfaction levels and out-of-town trips. More prominent reasons for out-of-town trips included social trips, vacation and entertainment, and shopping (Table 7.11). This was followed by respondents who made out-of-town trips for medical reasons, to access professional services, business trips, and volunteering.

Table 7.11: What are some of the reasons for out-of-town trips you and/or your household makes?

Reason	Kitimat	Prince Rupert	Terrace
	Percent	Percent	Percent
Shopping	29.0	23.5	16.9
Social	23.1	25.2	29.5
Professional Services	5.5	4.5	4.1
Medical Reasons	15.7	12.6	10.8
Volunteering	1.2	1.3	1.0
Vacation/Entertainment	21.2	25.5	28.2
Business	2.7	6.1	8.5
Other	1.6	1.3	1.0
	n=255	n=310	n=390

Source: Random Household Survey 2003.

In looking at reasons for out-of-town shopping, there was a stronger relationship between dissatisfaction with clothing and out-of-town shopping. For example, 76.1% of Kitimat respondents, 63.4% of Prince Rupert respondents, and 56.9% of Terrace respondents who were dissatisfied with clothing stores in their town also noted that they make out-of-town trips for shopping. However, there was not a strong relationship between dissatisfaction of health services or community services with out-of-town trips.

It is important to note that while shopping remains the number one reason why Kitimat residents make out-of-town trips, their reasons for making out-of-town trips are becoming more diversified. In 1985, a study revealed that 67.8% of respondents left Kitimat for shopping purposes (Sewell 1985). In the 2003 survey, shopping was noted as a reason by 29.0%.

Conclusion

Out-of-town shopping and economic leakage may occur as residents travel to access a range of services outside of their community. Overall, service provision poses some challenges for all small town communities. Terrace respondents appeared to be the most satisfied with services, followed by Prince Rupert and Kitimat. Community services received the highest satisfaction levels, while greater concerns were expressed about provincial government and business services. In some cases, dissatisfaction with services were associated with downsizing or closures, and while there appeared to be a relationship between dissatisfaction with business services and out-of-town trips (specifically clothing services), there did not appear to be a strong relationship between the dissatisfaction with other services and out-of-town trips.

8.0 Conclusion

Within the Northwest Region of B.C., there has been considerable change over the past 30 years that has affected the retail sector within each of the three main towns. Industrial restructuring at industries such as Skeena Cellulose, Alcan, and Eurocan have led to some out-migration and impacted local retail sectors. The region has particularly been affected by changes in transportation improvements which has improved accessibility for out-of-town shopping. While some local retailers were relocating to Terrace, government services were also being centralized in Terrace. The loss of retail stores and services has led to the need for some residents to commute to access these services. Within this context, it was important to explore shopping patterns, as well as if there are any relationships between out-of-town multi-purpose trips for a range of services and out-of-town shopping.

A random household survey (2003) did not reveal a significant amount of out-of-town shopping and, hence, economic leakage in the Northwest. Among the three communities, however, a greater proportion of out-of-town shopping occurs in Kitimat than in Terrace and Prince Rupert. Items purchased on a more frequent basis, such as banking services and gas, are consumed locally in all three places. However, clothing, shoes, and vehicles are important sources of leakage for all three places.

Overall, out-of-town shoppers tend to have higher incomes. This supports earlier findings where high income groups buy consumer goods and luxury items that are not supported in a small town economy. A greater proportion of newcomers are also more likely to shop out-of-town. However, in Kitimat both newcomers and long term residents are shopping out-of-town for a range of items. Unlike previous small town studies, age and gender do not reveal significantly different patterns for out-of-town shopping.

If there was significant out-of-town shopping for certain services, it was important to explore whether access to these services changed over the past five years. Access to services and products remained generally the same in the region over the last five years, with the exception of clothing, which has become more difficult to access in all three sites. Commuting for shopping has become a particular concern for Kitimat where a range of goods and services has been more difficult to access over the last five years. Of particular concern in Kitimat is that long term residents, who are more likely to shop locally, are also shopping out-of-town. While downsizing and closures also exist in Prince Rupert and Terrace, selection, price, and quality appear to be key factors affecting out-of-town shopping.

Community satisfaction also helps to explain shopping patterns. Terrace respondents appear to be the most satisfied with services, followed by Prince Rupert and Kitimat. Overall, Northwest respondents are most satisfied with community and recreational services. This finding bodes well as recreational services have been positively associated with community satisfaction and attraction and retention of residents and businesses. Greater concerns are expressed with provincial and business services. In some cases, dissatisfaction with services appear to be associated with downsizing of services or closures. However, there is a much stronger relationship between dissatisfaction with retailers, especially clothing services, and out-of-town shopping.

When examining all Northwest responses, shopping is not the main reason for out-of-town trips. Respondents leave town for a variety of reasons, such as social, vacation, entertainment, and shopping purposes. In these cases, shopping appears to be a secondary activity that is pursued while people are out-of-town for social or vacation purposes. Kitimat is an exception where shopping is a more prominent reason for out-of-town trips.

The extent of out-of-town shopping appears to be influenced by the location and size of place. For example, Terrace's central location and larger population has attracted a variety of commercial services, and thus, is able to provide more selection for regional consumers. As the retail sector has grown in Terrace, regional consumers, including those from Kitimat and Prince Rupert, are shopping in Terrace for a range of items. However, Prince Rupert shoppers are also by-passing this regional centre to purchase some items in more distant larger centres such as Vancouver and Victoria. In particular, they are more likely to shop in larger urban centres for clothing, shoes, and books. Terrace consumers are also by-passing the closest regional centre, Prince George, to shop in larger urban centres such as Vancouver, Edmonton, and Calgary.

The relationship between Kitimat and Terrace resembles Stabler and Olfert's assertion that proximity to a higher order centre may lead to a loss of commercial activities, but retention of the population. In Kitimat's case, the diversified industrial base has helped to retain its population. However, transportation improvements have affected Kitimat's local retail sector. Since highway improvements in the early 1960s, Kitimat consumers have been travelling to Terrace to do out-of-town shopping. Changing local access to services, and development of higher order shopping centres, can place downward pressure on the small town business sector. Furthermore, limited intercity transportation, along with declining services, can have impacts on the less mobile members of the population, such as seniors. As such, difficulty in accessing services may lead to out-migration.

Shopping services play an important role in local quality of life. Shopping is also a form of recreational and social activity that helps to build community relationships through routine social interaction. As such, shopping services may help to retain and attract residents and business development. However, previous work has noted that consumer satisfaction with shopping services has been influenced by a range of socio-economic factors, transportation changes, and new technology, as well as by selection, price, quality of goods, hours of operation, and service. Furthermore, local shopping patterns may also be affected by the availability of other services, such as health, education, and government services. The absence of such services can lead to multi-purpose trips to nearby centres for a range of activities including shopping.

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Appendix 1
Focus Groups

Consent Form
Focus Group Scripts
- Exploring the Relationship Between Women and Shopping Patterns
- Exploring the Relationship Between Seniors and Shopping Patterns
- Exploring the Relationship Between Baby-Boomers and Shopping Patterns
- Exploring the Relationship Between Community Business Members and Shopping Services

Focus Group Consent Form

Purpose - The purpose of this focus group is to gain a better understanding of the regional shopping patterns and behaviours in northwest BC and to identify some of the key shopping and commuting issues facing residents in this region. The survey is being carried out under the direction of Dr. Greg Halseth of the University of Northern British Columbia.

How respondents were chosen - The focus group participants were chosen from lists generated by key informants who are familiar with the social and economic characteristics of the northwest region of BC. Participants have been identified by the key informants as instrumental people to talk to.

Anonymity and Confidentiality - All information shared in the focus group will be held within strict confidence by the researchers. All records will be kept in a locked research room at UNBC. The information will be kept until the final report of this project is complete. After this time, shredding will destroy all focus group documents.

Potential Risks and Benefits - This project has been assessed by the UNBC Research Ethics Board to be of no risk to participants. We hope that by participating you will have a chance to provide input into our studies of shopping opportunities in the region, and to voice some of your own personal needs for the community.

Voluntary Participation - Your participation in the focus group is entirely voluntary and, as such, you may choose not to participate. If you participate, you have the right to end your participation at any time.

Research Results - In case of any questions about this research, please feel free to contact Dr. Greg Halseth in the Geography Program at UNBC at (250) 960-5826 (halseth@unbc.ca). A copy of the final thematic results from the focus groups will be distributed to all focus group participants.

Complaints - Any complaints about this project or the focus group should be directed to the Office of Research and Graduate Studies, UNBC at (250) 960-5820.

I have read the above description of the study and I understand the conditions of my participation. My signature indicates that I agree to participate in this study.

(Name - please print) (Signature) (Date)

<u>Exploring the Relationship Between Women and Shopping Patterns</u>

Opening Questions:
(1). What is your name and how long have you lived in City X?

Introductory Questions:
(2). What are some of the positive aspects about living in City X? (Perceptions of Community Satisfaction)

(3). What are some of the negative aspects about living in City X?

Key Questions:
(4). Can you tell me some of the positive aspects of shopping in City X? (Perceptions)

(5). Can you tell me some of the negative aspects of shopping in City X?

(6). Where do you shop for: (Place, store)
- 3.1. Convenience goods?
  - 3.1.1 Why? (Influencing factors such as price, selection, quality, time/day etc.)
- 3.2. Groceries?
  - 3.2.2 Why (Influencing factors)
- 3.3. Clothing?
  - 3.3.3 Why (Influencing factors)
- 3.4. Big ticket items (i.e. cars, furniture, etc.)?
  - 3.4.4. Why (Influencing factors)

Let's list these on the flip chart. If you had to pick only one factor that was most important to you, what would it be? You can pick something that you mentioned or something that was said by others.

(7). Are the shopping services in City X adequate to meet the community's needs? (Perception)
If not, how?

If so, how?

(8). What do you consider some of the barriers to accessing goods and services in City X? (Perceptions)

(9). Do you use other methods such as a catalogue, TV or Internet to purchase a good or use a service?

(10). Do you shop at big-box or chain stores? <u>Or</u> Do you view big-box or chain stores positively/negatively? Examples might be Costco or Wal-Mart. (Patterns/Perceptions)

Group Specific Question(s)
(11). Are there specific issues that you feel are unique to women that affects when and where they shop?

(12). How are shopping duties divided up in your household? <u>Or</u> Who is responsible for the majority of shopping in your household?

Ending Question

(13). What can retail store owners do in your community to make shopping a more positive experience?

(14). Review purpose of study and ask participants: "Have we missed anything?"

<u>Exploring the Relationship Between Seniors and Shopping Patterns</u>

Opening Questions:
(1). What is your name and how long have you lived in City X?

Introductory Questions:
(2). What are some of the positive aspects about living in City X? (Perceptions of Community Satisfaction)

(3). What are some of the negative aspects about living in City X?

Key Questions:
(4). Can you tell me some of the positive aspects of shopping in City X? (Perceptions)

(5). Can you tell me some of the negative aspects of shopping in City X?

(6). Where do you shop for: (Place, store)

3.1. Convenience goods?
3.1.1 Why? (Influencing factors such as price, selection, quality, time/day etc.)
3.2. Groceries?
3.2.2 Why (Influencing factors)
3.3. Clothing?
3.3.3 Why (Influencing factors)
3.4. Big ticket items (i.e. cars, furniture, etc.)?
3.4.4. Why (Influencing factors)

Let's list these on the flip chart. If you had to pick only one factor that was most important to you, what would it be? You can pick something that you mentioned or something that was said by others.

(7). Are the shopping services in City X adequate to meet the community's needs? (Perception)
If not, how?

If so, how?

(8). Do you use other methods such as a catalogue, TV or Internet to purchase a good or use a service?

(9). Do you shop at big-box or chain stores? <u>Or</u> Do you view big-box or chain stores positively/negatively? Examples might be Costco or Wal-Mart. (Patterns/Perceptions)

Groups Specific Question(s)

(10). What do you consider some of the barriers for seniors to accessing goods and services in City X? (Safety, accessibility, mobility, distance).

Ending Question
(11). What can retail store owners do in your community to make shopping a more positive experience?

(12). Review purpose of study and ask participants: "Have we missed anything?

<u>Exploring the Relationship Between Baby-Boomers and Shopping Patterns</u>

Opening Questions:
(1). What is your name and how long have you lived in City X?

Introductory Questions:
(2). What are some of the positive aspects about living in City X? (Perceptions of Community Satisfaction)

(3). What are some of the negative aspects about living in City X?

Key Questions:
(4). Can you tell me some of the positive aspects of shopping in City X? (Perceptions)

(5). Can you tell me some of the negative aspects of shopping in City X?

(6). Where do you shop for: (Place, store)
- 3.1. Convenience goods?
  - 3.1.1 Why? (Influencing factors such as price, selection, quality, time/day etc.)
- 3.2. Groceries?
  - 3.2.2 Why (Influencing factors)
- 3.3. Clothing?
  - 3.3.3 Why (Influencing factors)
- 3.4. Big ticket items (i.e. cars, furniture, etc.)?
  - 3.4.4. Why (Influencing factors)

Let's list these on the flip chart. If you had to pick only one factor that was most important to you, what would it be? You can pick something that you mentioned or something that was said by others.

(7). Are the shopping services in City X adequate to meet the community's needs? (Perception)

- If not, how?

- If so, how?

(8). What do you consider some of the barriers to accessing goods and services in City X? (Perceptions)

(9). Do you use other methods such as a catalogue, TV or Internet to purchase a good or use a service?

(10). Do you shop at big-box or chain stores? <u>Or</u> Do you view big-box or chain stores positively/negatively? Examples might be Costco or Wal-Mart. (Patterns/Perceptions)

Group Specific Question(s)
(11). How do you feel your age group, i.e. the 'baby-boomers', is represented in the marketing media?

Ending Question

(12). What can retail store owners do in your community to make shopping a more positive experience?

(13). Review purpose of study and ask participants: "Have we missed anything?"

Exploring the Relationship Between Community Business Members and Shopping Services

Opening Questions:
(1). What is your name and how long have you lived in City X?

Introductory Questions:
(2). What are some of the positive aspects about living in City X? (Perceptions of Community Satisfaction)

(3). What are some of the negative aspects about living in City X?

Groups Specific Question(s)
(4). What are some of the positive aspects of running or owning a retail business in a small city? Town?

(5). What are some of the negative aspects of running or owning a retail business in a small city? Town?

(6). Do you feel impacts from people:
- shopping out-of-town? If so, how?
- coming to town to shop? If so, how?

(7). What are some of the issues facing rural and small town retailers?

(8). How do you shape services and merchandise selection to suit your customer's needs? What methods do you use to attract and retain a viable consumer base?

Ending Question
(9). What can retail store owners/managers do in your community to make shopping a more positive experience?

(10). Review purpose of study and ask participants: "Have we missed anything?"

Appendix 2
Questionnaire Survey

Cover letter
Reminder letter
Mail out questionnaire survey

Cover Letter

<DATE>

Dear < >:

Over the past thirty years, transportation infrastructure has been greatly improved in northern BC. This provides people with the opportunity to reside in one place and commute to another for employment or shopping. Such commuting can affect economic leakage and local development. The goal of this research is to gain a better understanding of shopping and commuting patterns in northern BC. To accomplish this task, I need your help in completing the enclosed questionnaire.

You will find that the questionnaire is divided into several parts. Ideally, I would like you to answer all of the questions which apply to you, but please feel free to ignore any questions or sections of the questionnaire which you would rather not answer. Finally, I would like to stress that all the information you provide will be kept confidential. If you examine the questionnaire carefully you will see that there is absolutely no way to identify the individual respondents.

This questionnaire will take about 15 minutes to complete. A pre-paid return envelope is enclosed for your convenience.

The survey participants were identified from local community directories and households were chosen at random. This research is financially supported by a Canada Research Chair grant. The content of the questionnaire and any subsequent analysis are, however, solely my responsibility. During the course of the research all material will be securely stored, and at the conclusion of the study the questionnaires will be destroyed.

I would like to thank you for taking the time to help us with our research, your response will be of great assistance. I remind you that your participation is voluntary. If you have any questions or concerns, please do not hesitate to contact me. This survey has been approved by the UNBC Ethics Review Committee and you may register any complaints you might have about this survey with Associate Vice-President for Research at UNBC (250-960-5820). Upon completion of the project, we will provide a summary report for participants if requested. We will also prepare press releases for local newspapers and present our findings at a community economic development presentation in the northwest region.

Sincerely,

Greg Halseth, Associate Professor
Geography Program
University of Northern British Columbia
Prince George, BC V2N 4Z0

tel: (250) 960-5826 email: halseth@unbc.ca

Reminder Letter

<Date>

Dear <   >:

Recently, you should have received a letter from me asking you to fill out a questionnaire on household shopping and commuting behaviours and patterns in northwest BC. If you have already returned the questionnaire, you have my thanks. If for some reason you have not, I would be very grateful if you could spend a few minutes, fill it out and return it in the postage paid envelope with which it came. Your contribution to this research is very important and the information gained may be of assistance to residents in many small communities in BC.

I would like to emphasize again, that all the information you provide will be kept confidential and that you will not be identified in any way. While your participation is voluntary, I hope that you will be able to help out.

Thank you again. If you have any questions, or if you need a replacement copy of the questionnaire, please feel free to call me at (250) 960-5826.

Sincerely,

Greg Halseth, Associate Professor
University of Northern British Columbia
Geography Program
3333 University Way
Prince George, BC   V2N 4Z9

tel: (250) 960-5826   email: halseth@unbc.ca

Shopping and Commuting Patterns and Economic Leakage in the Northwest Region, BC

Over the past thirty years, transportation infrastructure has been greatly improved in northern BC. This provides people with the opportunity to reside in one place and commute to another for employment or shopping. Such "extra-community" commuting results in economic leakage where monies earned in one town may be spent on goods and services in another town. Studies show that the availability of goods and services (or lack of), perceptions about local shopping services, and community satisfaction are important in shopping behaviours.

The following questionnaire explores regional shopping patterns. Your house has been randomly selected, and your co-operation in answering the following questions would be greatly appreciated. Your participation is strictly voluntary.

The survey has four short sections covering individual and household shopping patterns, services, transportation, community satisfaction, and local population profiles. Most of the questions may be answered by simply placing an X in the appropriate box; other questions ask for written answers.

All responses are confidential.

The survey should take about 15 minutes.

SECTION A: LOCATIONAL FACTORS

In this section, we would like to ask about your **place of residence and employment**. This information will help provide a picture of how certain factors influence individual and household shopping patterns.

A1. Where do you currently live? (*Please write down name of community where you **currently** reside*).

____

A2. How long have you lived in your current city/town/village? (*Please mark ONE*).

[ ] Less than 1 year
[ ] 1 to 5 years
[ ] 6 to 10 years
[ ] 11 to 20 years
[ ] More than 20 years

A3. What city/town/village did you live in previous to your current residence? (*Please write down name of your previous community*).

____

A4. If you are currently employed, in which city/town/village do you work? (*Please write down name of city/town/village*).

____

A5. On average, how often **per month** do you commute to work? __________ times. (*"Commute" refers to leaving one's home town for work*)

A6. If you live out-of-town periodically for work (seasonal worker, contract work, etc.), on average, how often **per month** do you commute to work? __________ times. (*"Commute" refers to leaving one's home town for work*)

A7. If you are married/living with a spouse/partner:

a. Where does your spouse/partner work? (*Please write down name of the city/town/village where your spouse/partner **currently** works*).

____

b. On average, how often **per month** does your spouse/partner commute to work? (*"Commute" refers to leaving one's home town for work*)

__________ times.

c. If your spouse/partner lives out-of-town periodically for work (seasonal worker, contract work, etc.), on average, how often **per month** does your spouse/partner commute to his/her work? (*"Commute" refers to leaving one's home town for work*)

__________ times.

Section B: Shopping Patterns

This first set of questions deals with how often you normally purchase '**convenience goods**' (e.g. milk, bread, newspaper, cigarettes, etc.) and where you purchase these types of items.

B1. On average, how often **per week** do you purchase convenience goods? ________ times.

B2. Where do you do most of your convenience shopping?

[ ] Terrace/Thornhill [ ] Kitimat [ ] Prince Rupert

[ ] Other; (*Please specify*) _________________

B3. How important are the following factors in influencing where you decide to shop for convenience goods? (*Please circle the number below that best corresponds*).

	Very Important	**Important**	**Neutral**	**Somewhat Important**	**Not Important**
Competitive pricing......	1	2	3	4	5
Quality goods.............	1	2	3	4	5
Selection....................	1	2	3	4	5
Hours of operation.......	1	2	3	4	5
Customer service.........	1	2	3	4	5
Store location.............	1	2	3	4	5
Parking availability......	1	2	3	4	5

Other; (*Please specify*) ______________________________

B4. What is your **primary** mode of transportation to pick up convenience goods? (*Please mark ONE*).

[ ] Automobile
[ ] Local Bus
[ ] Carpool
[ ] Taxi
[ ] Walk
[ ] Greyhound Bus
[ ] Boat
[ ] Plane
[ ] Other; (*Please specify*) ______________________________

The next set of questions refer to your individual or household **major grocery shopping** expeditions
----

B5. On average, how often **per month** do you do a major grocery shopping? __________times.

B6. Where do you typically do your major grocery shopping? (*Please mark ONE*).

[ ] Terrace/Thornhill [ ] Kitimat [ ] Prince Rupert [ ] Other; (*Please specify*)

____

B7. What is the name of the store where you **usually** do your major grocery shopping?

____

B8. Where do you do most of your specialty food shopping? (Examples: ethnic foods, diet foods).

[ ] Terrace/Thornhill [ ] Kitimat [ ] Prince Rupert [ ] Not applicable

[ ] Other; (*Please specify*)

____

B9. How do you usually get to and from your major grocery shopping destination?

[ ] Automobile
[ ] Local Bus
[ ] Carpool
[ ] Taxi
[ ] Walk
[ ] Greyhound Bus
[ ] Boat
[ ] Plane
[ ] Other; (*Please specify*)

____

The next set of questions deal with where you **normally purchase common household goods/services**. This allows us to determine what products are bought outside of your community, where and why.

B10. Where do you **typically** purchase/use the following shopping goods and services? *(Please circle the number that* **best** *corresponds*).

	Terrace/ Thornhill	Prince Rupert	Kitimat	Prince George	Other	N/A
Automotive Supplies..............	1	2	3	4	5	6
ATM....................................	1	2	3	4	5	6
Banking................................	1	2	3	4	5	6
Books..................................	1	2	3	4	5	6
Camera Store........................	1	2	3	4	5	6
Children's Clothing................	1	2	3	4	5	6
Construction Material............	1	2	3	4	5	6
Drugstore.............................	1	2	3	4	5	6
Dry Cleaners.........................	1	2	3	4	5	6
Florists.................................	1	2	3	4	5	6
Furniture..............................	1	2	3	4	5	6
Gas Station.........................	1	2	3	4	5	6
Hairdresser/Barber................	1	2	3	4	5	6
Hardware.............................	1	2	3	4	5	6
Home furnishings..................	1	2	3	4	5	6
Lawn/Garden Supplies..........	1	2	3	4	5	6
Legal Services.....................	1	2	3	4	5	6
Major Appliances................	1	2	3	4	5	6
Men's Clothing....................	1	2	3	4	5	6
Motor Vehicles....................	1	2	3	4	5	6
Music Store.........................	1	2	3	4	5	6
Paper/Art Supplies................	1	2	3	4	5	6
Professional services(e.g. financial)	1	2	3	4	5	6
Radio/T.V. Store..................	1	2	3	4	5	6
Shoe Stores..........................	1	2	3	4	5	6
Travel Agency......................	1	2	3	4	5	6
Women's Clothing................	1	2	3	4	5	6

B11. If you marked 'Other' for **some** or **all** of the goods/services listed above, where are you **most likely** to purchase/use these goods/services? (*Please write down name of city/town/village*).

____

B12. How often do you purchase/use the following shopping goods and services? (*Please circle the number that* **best** *corresponds).*

	Daily	Weekly	Bi-Monthly	Monthly	Rarely	N/A
Automotive Supplies..............	1	2	3	4	5	6
ATM....................................	1	2	3	4	5	6
Banking................................	1	2	3	4	5	6
Books..................................	1	2	3	4	5	6
Camera Store........................	1	2	3	4	5	6
Children's Clothing................	1	2	3	4	5	6
Construction Material............	1	2	3	4	5	6
Drugstore..............................	1	2	3	4	5	6
Dry Cleaners.........................	1	2	3	4	5	6
Florists.................................	1	2	3	4	5	6
Furniture...............................	1	2	3	4	5	6
Gas Stations.........................	1	2	3	4	5	6
Hairdresser/Barber................	1	2	3	4	5	6
Hardware.............................	1	2	3	4	5	6
Home furnishings..................	1	2	3	4	5	6
Lawn/Garden Supplies..........	1	2	3	4	5	6
Legal Services.....................	1	2	3	4	5	6
Major Appliances................	1	2	3	4	5	6
Men's Clothing....................	1	2	3	4	5	6
Music Store.........................	1	2	3	4	5	6
Paper/Art............................	1	2	3	4	5	6
Professional services(e.g. financial)	1	2	3	4	5	6
Radio/T.V. Store..................	1	2	3	4	5	6
Shoe Stores..........................	1	2	3	4	5	6
Travel Agency......................	1	2	3	4	5	6
Women's Clothing................	1	2	3	4	5	6

B13. Over the past 5 years, have the following goods/services been **easier/same/more difficult** to purchase/use **locally**? *(Please circle the number that* **best** *corresponds*).

	Easier	Same	More Difficult	Don't Know
Automotive Supplies..............	1	2	3	4
ATM....................................	1	2	3	4
Banking................................	1	2	3	4
Books..................................	1	2	3	4
Camera Store........................	1	2	3	4
Children's Clothing................	1	2	3	4

	Easier	Same	More Difficult	Don't Know
Construction Material............	1	2	3	4
Drugstore..............................	1	2	3	4
Dry Cleaners.........................	1	2	3	4
Florists..................................	1	2	3	4
Furniture.............................	1	2	3	4
Gas Stations........................	1	2	3	4
Hairdresser/Barber..............	1	2	3	4
Hardware............................	1	2	3	4
Home furnishings.................	1	2	3	4
Lawn/Garden Supplies..........	1	2	3	4
Legal..................................	1	2	3	4
Major Appliances................	1	2	3	4
Men's Clothing....................	1	2	3	4
Music Store.........................	1	2	3	4
Paper/Art............................	1	2	3	4
Professional services (e.g. financial)	1	2	3	4
Radio/T.V. Store..................	1	2	3	4
Shoe Stores..........................	1	2	3	4
Travel Agency......................	1	2	3	4
Women's Clothing................	1	2	3	4

B14. If you **do not** purchase **some** or **all** of the shopping goods **locally**, what are some of the reasons? (*Please rank in order from 1 = most important to 7 = least important*).

(a) Price _____
(b) Service _____
(c) Quality _____
(d) Selection _____
(e) Hours of operation _____
(f) Do not need _____
(g) Like to travel out-of-town _____ Other; (*Please specify*) _________________________

B15. What are some of the reasons for **out-of-town trips** you and/or your household makes? (*Please mark all that apply*).

[ ] Shopping
[ ] Social (Visiting, etc.)
[ ] Professional services
[ ] Medical reasons
[ ] Volunteering
[ ] Vacation/entertainment
[ ] Business Other; (*Please specify)* __________________________

B16. Do you shop at big-box retail superstores and/or chain stores (e.g. Zeller's, Costco, Walmart etc.) in your town <u>or</u> on out-of-town shopping trips?

[ ] Yes [ ] No If YES, where do you usually shop at such stores?: (*Name of town/city*).

____

B17a. What other methods do you use to shop? (*Please check off all appropriate responses*).

	Have Used	Daily	Weekly	Monthly	Seasonally	Rarely
		<u>Frequency</u>				
Internet	____	____	____	____	____	____
Catalogue (e.g. Sears)	____	____	____	____	____	____
Teleshopping (i.e. T.V.)	____	____	____	____	____	____
Newspaper (e.g. Buy&Sell, classified section, flyers)	____	____	____	____	____	____
Garage Sales	____	____	____	____	____	____
Pawn Shops	____	____	____	____	____	____
Home Parties	____	____	____	____	____	____
Farmer's Market	____	____	____	____	____	____
Craft Sales	____	____	____	____	____	____
Thrift Stores/Second hand	____	____	____	____	____	____

Other; (*Please specify*) ____ ____

B17b. If used, what is the **primary** reason for using one or more of the methods listed above? (*Please circle the number below that* **best** *corresponds).*

	Price	**Convenience**	**Selection**	**Quality**	**Service**
Internet............................	1	2	3	4	5
Catalogue..........................	1	2	3	4	5
Teleshopping (T.V.)...........	1	2	3	4	5
Newspaper sources...........	1	2	3	4	5
Garage sales......................	1	2	3	4	5
Pawn shops......................	1	2	3	4	5
Home parties....................	1	2	3	4	5
Farmer's Market................	1	2	3	4	5
Craft sales........................	1	2	3	4	5
Thrift stores/Second hand...	1	2	3	4	5

Other; (*Please specify*) ____

B17c. If applicable, please specify what goods and services you are **most likely** to purchase from the Internet, catalogue, and teleshopping.

____

____

B18. What day of the week do you do most of your **non-grocery** shopping? (*Please check off all appropriate responses*).

[ ] Monday	[ ] Wednesday	[ ] Friday	[ ] Sunday
[ ] Tuesday	[ ] Thursday	[ ] Saturday	[ ] No special day

B19. What time of day are you **most likely** to shop? (*Please mark ONE*).

[ ] 9am to 12 pm   [ ] 12pm to 3pm   [ ] 3pm to 5pm   [ ] After 5pm

B20. Have you ever considered moving away because of a lack of goods and services in your community?

[ ] Yes   [ ] No

Section C: Community Satisfaction

In this section of the survey, we would like to ask about your **satisfaction** with a number of services in **your** community.

C1. Please circle the number below that **best** corresponds to your level of satisfaction or dissatisfaction.

	Very Dissatis.	**Dissatisfied**	**Neutral**	**Satisfied**	**Very Satisfied**	**Don't Know**	**N/A**
BUSINESS SERVICES							
Accountants/Bookkeeping	1	2	3	4	5	6	7
ATM or banking machine	1	2	3	4	5	6	7
Banks	1	2	3	4	5	6	7
Clothing store	1	2	3	4	5	6	7
Credit Unions	1	2	3	4	5	6	7
Drug store	1	2	3	4	5	6	7
Entertainment	1	2	3	4	5	6	7
Financial advice/services	1	2	3	4	5	6	7
Gas station	1	2	3	4	5	6	7
Grocery store	1	2	3	4	5	6	7
Furniture store	1	2	3	4	5	6	7
Inter-community bus service (ex.Greyhound)	1	2	3	4	5	6	7
Legal services	1	2	3	4	5	6	7
Passenger rail	1	2	3	4	5	6	7
Second-hand clothing store	1	2	3	4	5	6	7
Sit down/dining restaurants	1	2	3	4	5	6	7
Take-out/fast food	1	2	3	4	5	6	7
Vegetarian dining	1	2	3	4	5	6	7

C1a. Please circle the number below that **best** corresponds to your level of satisfaction or dissatisfaction.

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Don't Know	N/A
HEALTH SERVICES							
Ambulance services	1	2	3	4	5	6	7
Chiropractor	1	2	3	4	5	6	7
Dentist	1	2	3	4	5	6	7
Dietician	1	2	3	4	5	6	7
Emergency room	1	2	3	4	5	6	7
Family doctor	1	2	3	4	5	6	7
Home support services	1	2	3	4	5	6	7
Homemaking services	1	2	3	4	5	6	7
Long term residential care	1	2	3	4	5	6	7
Massage therapist	1	2	3	4	5	6	7
Meal programs	1	2	3	4	5	6	7
Occupational therapist	1	2	3	4	5	6	7
Optometrist	1	2	3	4	5	6	7
Orthodontist	1	2	3	4	5	6	7
Pre/post natal	1	2	3	4	5	6	7
Public health nurse	1	2	3	4	5	6	7
Physiotherapist	1	2	3	4	5	6	7
Respiratory therapist	1	2	3	4	5	6	7
Respite care	1	2	3	4	5	6	7
Social services	1	2	3	4	5	6	7
Speech therapist	1	2	3	4	5	6	7
Therapy services	1	2	3	4	5	6	7

C1b. Please circle the number below that **best** corresponds to your level of satisfaction or dissatisfaction.

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Don't Know	N/A
COMMUNITY SERVICES							
Adult education services	1	2	3	4	5	6	7
Animal Welfare/Services	1	2	3	4	5	6	7
Bowling	1	2	3	4	5	6	7
Counseling services	1	2	3	4	5	6	7
Golf course	1	2	3	4	5	6	7
Movie theatre	1	2	3	4	5	6	7
Municipal parks	1	2	3	4	5	6	7
Museum/Archives	1	2	3	4	5	6	7
Public transportation	1	2	3	4	5	6	7
Public library	1	2	3	4	5	6	7
Indoor recreation facilities	1	2	3	4	5	6	7
Outdoor recreation facilities	1	2	3	4	5	6	7
Recreation programs	1	2	3	4	5	6	7
Senior's services	1	2	3	4	5	6	7
Stage theatre	1	2	3	4	5	6	7
Support groups (AA, shelters)	1	2	3	4	5	6	7
Swimming pool	1	2	3	4	5	6	7
Tourist information	1	2	3	4	5	6	7

C1c. Please circle the number below that **best** corresponds to your level of satisfaction or dissatisfaction.

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Don't Know	N/A
PROVINCIAL SERVICES							
Court Services	1	2	3	4	5	6	7
Education - Elementary	1	2	3	4	5	6	7
Education - Secondary	1	2	3	4	5	6	7
Education - Post Secondary	1	2	3	4	5	6	7
Employment & Benefits Centre (Income Assistance)	1	2	3	4	5	6	7
Liquor Store	1	2	3	4	5	6	7
Ministry of Forests	1	2	3	4	5	6	7
Ministry of Highways	1	2	3	4	5	6	7
Skills and Labour	1	2	3	4	5	6	7
Social Worker	1	2	3	4	5	6	7
WCB Assistance	1	2	3	4	5	6	7

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Don't Know	N/A
FEDERAL SERVICES							
Employment Insurance	1	2	3	4	5	6	7
HRDC Office	1	2	3	4	5	6	7
Port/Harbour Commission	1	2	3	4	5	6	7
Post Office	1	2	3	4	5	6	7
RCMP	1	2	3	4	5	6	7
Revenue Canada	1	2	3	4	5	6	7

C2. How strongly do you agree or disagree with the following statements? (*Mark the ONE answer that* **best** *corresponds to your level of agreement or disagreement*)

	Strongly Disagree	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
I always try to buy products and services locally......................	1	2	3	4	5
The quality of products and services in [City X] is high.....	1	2	3	4	5
[City X] salespeople are friendly and helpful...................	1	2	3	4	5
[City X] businesses sell products/services I want............	1	2	3	4	5
[City X] businesses sell at a fair price............................	1	2	3	4	5
Local merchants will order in products if not available in store..	1	2	3	4	5
I feel safe in [City X]'s shopping district........................	1	2	3	4	5
I feel safe in [City X]'s shopping district at night............	1	2	3	4	5
It is important to support your local businesses......................	1	2	3	4	5
I recommend shopping in [City X]..............................	1	2	3	4	5
I like to try new and different places to shop.........................	1	2	3	4	5
I don't shop in other towns because I don't have transportation to get there...	1	2	3	4	5
T.V., Internet or phone ordering at home is more convenient than going to the store...	1	2	3	4	5
There is plenty of convenient parking in [City X]...........	1	2	3	4	5
I am happy with [City X]'s entertainment/cultural options	1	2	3	4	5
[City X] is an excellent place to live...............................	1	2	3	4	5
There are plenty of good jobs available in [City X]...........	1	2	3	4	5
There is a lot of community pride in [City X]....................	1	2	3	4	5
I participate in community activities and organizations.............	1	2	3	4	5

C3. What are your most important expectations for customer service?

C4. There are many reasons why consumers shop the way they do. Please feel free to add any additional comments you may feel are important factors in determining **where** and **why** you shop at the places you do.

SECTION D: SOCIO-DEMOGRAPHIC QUESTIONS

In this section we would like to ask some questions about you and your family. They are very much like the questions asked in the Canada Census and they help to create a profile for your town. The answers are completely confidential.

D1. For yourself, and any additional people in your household, please fill out the following. Add additional people below the table if necessary.

Household Members	Age	Male/Female
Respondent		
additional person		
additional person		
additional person		
additional person		

D2. To which ethnic or cultural group(s) do you belong?

____

D3. What is your marital status?:

[ ] Single (never married)
[ ] Married/Common-law
[ ] Separated/Divorced
[ ] Widowed
[ ] Other; Please specify ________________________

D4. What is the highest level of education you have completed? (*Please mark ONE*).

[ ] Grade school (K to grade 8]
[ ] Some high school
[ ] High school diploma/GED
[ ] Some vocational or business training
[ ] Trade/vocational certificate or diploma (including apprenticeships)
[ ] Some community college/technical institute
[ ] Community college/technical institute diploma
[ ] Some university
[ ] Completed university
[ ] Post-university studies

D5. What is your **primary** employment status? (*Please mark ONE*).

[ ] Working full-time
[ ] Working part-time
[ ] Self-employed full-time
[ ] Self-employed part-time
[ ] Student (including students who are working part-time)
[ ] Homemaker
[ ] Not employed, by choice
[ ] Retired
[ ] Contract
[ ] WCB leave
[ ] Maternity leave
[ ] Other; Please specify ______________________________

D6. If you are married/living with a spouse/partner, what is the highest level of education your **spouse/partner** has completed? (*Please mark ONE*).

[ ] Grade school (K to grade 8]
[ ] Some high school
[ ] High school diploma/GED
[ ] Some vocational or business training
[ ] Trade/vocational certificate or diploma (including apprenticeships)
[ ] Some community college/technical institute
[ ] Community college/technical institute diploma
[ ] Some university
[ ] Completed university
[ ] Post-university studies

D7. If you are married/living with a spouse/partner, what is your **spouse/partner's primary** employment status? (*Please mark ONE*).

[ ] Working full-time
[ ] Working part-time
[ ] Self-employed full-time
[ ] Self-employed part-time
[ ] Student (including students who are working part-time)
[ ] Homemaker
[ ] Not employed, by choice
[ ] Retired
[ ] Contract
[ ] WCB leave
[ ] Maternity leave
[ ] Other; please specify ______________________

D8. Please indicate your housing status:

[ ] Rent
[ ] Own
[ ] Other; Please specify _______________________________

D9. What is your annual household income before taxes, including income from all members of your household? (*Please mark ONE*).

[ ] Up to $10,000
[ ] $10,000 to $24,999
[ ] $25,500 to $39,999
[ ] $40,000 to $54,999
[ ] $55,000 to $69,000
[ ] $70,000 to $84,999
[ ] $85,000 to $99,000
[ ] $100,000 or more

End. Thank you very much for your time. It is very much appreciated. Please put completed survey into enclosed self-addressed envelope.