



Thrift Store Interviews - March 2006 Tabulation Summary

Personal interviews were conducted by volunteers with over 50 customers at each of the five Beacon Community Services thrift stores March 11 to 20, 2006. The following is a summary of findings from the 276 completed interviews, broken down by individual stores and by total of all stores/all interviewees. A copy of the interview form can be found at the end of this report.

Sidney main store - 56 interviews	Brentwood store - 53 interviews
Sidney annex store - 53 interviews	Saanich store - 55 interviews
Sidney furniture store - 59 interviews	

1. Frequency of Visits to Beacon Thrift Stores

	Total of all Stores		Sidney Main		Sidney Annex		Sidney Furniture		Brentwood		Saanich	
Once/twice a year	15	5%	1	2%	2	4%	2	3%	4	8%	6	11%
Every couple of months	18	7%	1	2%	3	6%	6	10%	2	4%	6	11%
Once a month	43	16%	6	10%	9	17%	8	14%	9	17%	11	20%
Every other week	51	18%	11	20%	8	15%	9	15%	10	19%	13	23%
Once a week	75	27%	19	34%	15	28%	16	27%	17	32%	8	15%
Several times a week	74	27%	18	32%	16	30%	18	31%	11	20%	11	20%
Totals	276	100%	56	100%	53	100%	59	100%	53	100%	55	100%

2. Beacon Thrift Stores Visited and Level of Satisfaction

Total All Customers (276) - Beacon Thrift Stores Visited & Satisfaction

	Do Not Visit Store (and % of all interviewees)		Visit Store (and % of all interviewees)		"1" Not At All Satisfied (and % of all visitors)		"2" Limited Satisfaction (and % of all visitors)		"3" Somewhat Satisfied (and % of all visitors)		"4" Satisfied (and % of all visitors)		"5" Very Satisfied (and % of all visitors)	
Sidney Main	77	28%	199	72%	2	1%	3	2%	23	12%	55	27%	116	58%
Sidney Annex	88	32%	188	68%	1	1%	4	2%	11	6%	39	20%	133	71%
Sidney Furniture	135	49%	141	51%	2	1%	1	1%	11	8%	37	26%	90	64%
Brentwood	159	58%	117	42%	3	3%	1	1%	19	16%	33	28%	61	52%
Saanich	177	64%	99	36%	4	4%	1	1%	20	20%	37	37%	37	37%

Saanich Customers (55) - Beacon Thrift Stores Visited & Satisfaction

	Do Not Visit Store (and % of interviewees)		Visit Store (and % of interviewees)		"1" Not At All Satisfied (and % of visitors)		"2" Limited Satisfaction (and % of visitors)		"3" Somewhat Satisfied (and % of visitors)		"4" Satisfied (and % of visitors)		"5" Very Satisfied (and % of visitors)	
Sidney Main	47	85%	8	15%	1	12%	1	12%	0	0%	4	51%	2	25%
Sidney Annex	43	78%	12	22%	0	0%	2	17%	1	8%	5	42%	4	33%
Sidney Furniture	50	91%	5	9%	0	0%	0	0%	0	0%	2	40%	3	60%
Brentwood	47	85%	8	15%	1	12%	0	0%	0	0%	2	25%	5	63%
Saanich	0	0%	55	100%	0	0%	0	0%	10	18%	23	42%	22	40%

Brentwood Customers (53) - Beacon Thrift Stores Visited & Satisfaction

	Do Not Visit Store (and % of interviewees)		Visit Store (and % of interviewees)		"1" Not At All Satisfied (and % of visitors)		"2" Limited Satisfaction (and % of visitors)		"3" Somewhat Satisfied (and % of visitors)		"4" Satisfied (and % of visitors)		"5" Very Satisfied (and % of visitors)	
Sidney Main	17	32%	36	68%	0	0%	0	0%	6	17%	14	39%	16	44%
Sidney Annex	20	38%	33	62%	0	0%	0	0%	6	18%	5	15%	22	67%
Sidney Furniture	31	58%	22	42%	1	5%	0	0%	4	18%	3	14%	14	64%
Brentwood	0	0%	53	100%	0	0%	0	0%	7	13%	11	21%	35	66%
Saanich	37	70%	16	30%	0	0%	1	6%	4	25%	6	38%	5	31%

Sidney Main Customers (56) - Beacon Thrift Stores Visited & Satisfaction

	Do Not Visit Store (and % of interviewees)		Visit Store (and % of interviewees)		"1" Not At All Satisfied (and % of visitors)		"2" Limited Satisfaction (and % of visitors)		"3" Somewhat Satisfied (and % of visitors)		"4" Satisfied (and % of visitors)		"5" Very Satisfied (and % of visitors)	
Sidney Main	0	0%	56	100%	0	0%	0	0%	2	4%	10	18%	44	78%
Sidney Annex	17	30%	39	70%	0	0%	0	0%	2	5%	6	15%	31	80%
Sidney Furniture	34	61%	22	39%	0	0%	0	0%	2	9%	6	27%	14	64%
Brentwood	39	70%	17	30%	1	6%	0	0%	2	12%	4	24%	10	58%
Saanich	43	77%	13	23%	0	0%	0	0%	2	15%	4	31%	7	54%

Sidney Annex Customers (53) - Beacon Thrift Stores Visited & Satisfaction

	Do Not Visit Store (and % of interviewees)		Visit Store (and % of interviewees)		"1" Not At All Satisfied (and % of visitors)		"2" Limited Satisfaction (and % of visitors)		"3" Somewhat Satisfied (and % of visitors)		"4" Satisfied (and % of visitors)		"5" Very Satisfied (and % of visitors)	
Sidney Main	6	11%	47	89%	0	0%	1	2%	5	10%	13	28%	28	60%
Sidney Annex	0	0%	53	100%	0	0%	0	0%	1	2%	8	15%	44	83%
Sidney Furniture	20	38%	33	62%	1	3%	1	3%	0	0%	8	24%	23	70%
Brentwood	40	75%	13	25%	1	8%	0	0%	4	31%	6	46%	2	15%
Saanich	51	96%	2	4%	0	0%	0	0%	0	0%	1	50%	1	50%

Sidney Furniture Customers (59) - Beacon Thrift Stores Visited & Satisfaction

	Do Not Visit Store (and % of interviewees)		Visit Store (and % of interviewees)		"1" Not At All Satisfied (and % of visitors)		"2" Limited Satisfaction (and % of visitors)		"3" Somewhat Satisfied (and % of visitors)		"4" Satisfied (and % of visitors)		"5" Very Satisfied (and % of visitors)	
Sidney Main	7	12%	52	88%	1	2%	1	2%	10	19%	14	27%	26	50%
Sidney Annex	8	14%	51	86%	1	2%	2	4%	1	2%	15	29%	32	63%
Sidney Furniture	0	0%	59	100%	0	0%	0	0%	5	8%	18	31%	36	61%
Brentwood	33	56%	26	44%	0	0%	1	4%	6	23%	10	38%	9	35%
Saanich	46	78%	13	22%	4	31%	0	0%	4	31%	3	23%	2	15%

3. How Customers Learned About Beacon Thrift Stores

	Total of all Stores		Sidney Main		Sidney Annex		Sidney Furniture		Brentwood		Saanich	
Walking by	199	72%	34	61%	41	77%	50	84%	34	63%	40	73%
Word of mouth (friends...)	64	23%	19	34%	10	19%	8	14%	13	25%	14	25%
Advertisements	7	3%	0	0%	2	4%	0	0%	4	8%	1	2%
BCS Literature/Calendar	6	2%	3	5%	0	0%	1	2%	2	4%	0	0%
Totals	276	100%	56	100%	53	100%	59	100%	53	100%	55	100%

4. Items Purchase In Beacon Thrift Stores

	Total of all Stores		Sidney Main		Sidney Annex		Sidney Furniture		Brentwood		Saanich	
Clothing - Ladies	157	57%	36	64%	33	62%	26	44%	34	64%	28	51%
Clothing - Men	69	25%	10	18%	14	26%	17	29%	14	26%	14	25%
Clothing - Children	64	23%	7	13%	15	28%	14	24%	17	32%	11	20%
Shoes	65	24%	16	29%	13	25%	15	25%	10	19%	11	20%
Books	152	55%	37	66%	31	58%	29	49%	27	51%	28	51%
Jewelry	72	26%	18	32%	14	26%	16	27%	12	23%	12	22%
Fabrics/Notions	42	15%	7	13%	5	9%	12	20%	11	21%	7	13%
Electronics	35	13%	4	7%	7	13%	10	17%	5	9%	9	16%
Software/CDs/Videos	35	13%	7	13%	4	8%	7	12%	10	19%	7	13%
Small Hardware	9	3%	2	4%	1	2%	2	3%	2	4%	2	4%
Toys/Games	48	17%	7	13%	11	21%	9	15%	13	25%	8	15%
Linens	69	25%	9	16%	18	34%	25	42%	8	15%	9	16%
Housewares	141	51%	18	32%	39	74%	35	59%	29	55%	20	36%
Small Electrical	36	13%	4	7%	9	17%	10	17%	6	11%	7	13%
Furniture	71	26%	5	9%	15	28%	32	54%	8	15%	11	20%
Lighting	32	12%	3	5%	5	9%	17	29%	4	8%	3	5%
Pictures	59	21%	9	16%	13	25%	23	39%	6	11%	8	15%

5. Main Method of Payment at Beacon Thrift Stores

	Total of all Stores		Sidney Main		Sidney Annex		Sidney Furniture		Brentwood		Saanich	
Credit Card	16	6%	0	0%	2	4%	8	14%	2	4%	4	7%
Interact	72	26%	10	18%	14	26%	15	25%	19	36%	14	24%
Cash	215	78%	49	88%	44	83%	46	78%	36	68%	40	69%

Note: some interviewees selected more than one option

6a. Shopping at Other Peninsula Thrift Stores

	Do Not Visit Other Sidney Thrift Stores (and % of store's interviewees)		Visit Other Sidney Thrift Stores (and % of store's interviewees)		Sidney Salvation Army (and % of store's "yes" interviewees)		Sidney St. Vincent de Paul (and % of store's "yes" interviewees)		Sidney Animals for Life (and % of store's "yes" interviewees)		Do Not Visit Other Brentwood Thrift Stores (and % of store's interviewees)		Visit Brentwood Sal. Army Store (and % of store's interviewees)	
Main	17	30%	39	70%	35	90%	27	69%	9	23%	45	80%	11	20%
Annex	10	18%	43	78%	40	93%	34	79%	21	49%	41	95%	12	28%
Furniture	16	27%	43	73%	36	84%	31	72%	16	37%	39	66%	20	34%
Brentwood	17	32%	36	68%	31	86%	31	86%	18	50%	14	26%	39	74%
Saanich	42	76%	13	24%	13	100%	8	62%	3	23%	49	89%	6	11%
Total all interviewees	102	37%	174	63%	155	89%	131	75%	67	39%	188	68%	88	32%

and % of total interviewees

and % of total "yes" interviewees

and % of total interviewees

Improvement Suggestions

(If a comment was made by more than one person, the number of comments is noted.)

General Comments

Service

- Consider offering coffee and goodies – 5 comments
- Make washrooms available – 3 comments
- Offer a “wish list” service at stores, where people will be phoned if an item comes in – 2 comments
- Make the stores cleaner
- Offer longer Sunday hours
- Some volunteers seem unhappy
- Improve customer service

Sales

- Offer seasonal sales – 3 comments
- Have \$1, 50 cent and 25 cent bins
- Include all items (i.e. colour code them) in the colour tag sales
- Offer a seniors discount day (e.g. Salvation Army is 20% off, Value Village is 30% off)
- Hold silent auctions

Pricing

- Prices can be too high. – 2 comments
- Change the \$5 minimum on debit card use. Consider the customer paying the handling fee if under \$5 - 2 comments
- Pricing can be inconsistent
- Consider pricing like WIN – where all pants (etc.) are the same price (posted on board, no tags), and there is a “boutique” section with tagged more expensive items
- Videos are priced higher than video stores’ prices – lower these prices
- Lower book prices – this would get them moving
- Fabric pricing is higher lately, above retail prices
- Make sure “as is” is mentioned on items as needed
- Put price tags on labels so clothing fabric is not torn

Items Sold

- Offer more hardware and male-oriented items – 2 comments
- Too much clothing/hangers are packed into display racks – 2 comments
- Clothing is too old fashioned
- Offer more toys and bagged toys
- Offer more antiques
- Consider opening a separate book store
- Sometimes electrical items do not work when tried at home

Accessibility

- Provide seating for the elderly
- Improve handicap access
- Parking can be difficult
- Use less tape (especially packing tape) to seal items. Seniors have trouble removing it from purchases
- Children should be minded by their parents while shopping

Sidney Annex

- Display price tags better on linens, towels, etc.
- Provide bigger price tags
- Have a better turnover/rotation of items
- Some prices could be lower

Furniture Store

- Offer a larger selection. – 2 comments
- Advertise.
- Include dates on furniture.
- Some furniture needs better checking for flaws before it is put out on the floor.
- Keep furniture away from the Chef on the Run door.
- Make the store more accessible for people with walkers and scooters.

Sidney Main Store

- The store is dark and dingy - brighten up the store – e.g. walls and lighting – 9 comments
- Professional, pleasant customer service is lacking from some workers (e.g. older cashiers can be unfriendly, critical of purchasers) – offer proper training – 7 comments
- Eliminate the unappealing musty/dusty smells – 7 comments
- The store is small and crowded. The layout is awkward. More space needs to be provided between areas so people don't bump in to each other – 5 comments
- The clothing area and display racks are too small – provide more space and racks – 3 comments
- Improve the change rooms – clean, working doors, clothing removed – 3 comments
- There is a lot of clutter in a small space, making it hard to find things – 2 comments
- Items do not seem to be the same high quality of the Brentwood stores' items. Avoid junk, sell more quality items – 2 comments
- More workers are needed. – 2 comments
- More cash registers are needed to minimize line-up waits.
- New display units are needed for the books, etc.
- Remove items from the floor and place them on shelves to avoid people tripping.
- The entranceway gets congested if people are looking at items displayed on shelves/tables by door.
- Music is not to everyone's taste and is irritating
- The big tent is not attractive.

Brentwood Store

- The store is too small and crowded with items. Better organization/display set-up is needed – 17 comments
- Aisles are too narrow
- Prices are higher than Sidney stores
- Clothing prices are getting too high

Saanich Store

- The store appears disorganized. Improve organization of things – 3 comments
- Provide more and larger change rooms – 3 comments
- Lower book prices
- Offer more "sale" days
- Offer more movies
- Games, puzzles, etc. should be checked for missing pieces

8. Donation of Items to Beacon Thrift Stores

	Total of all Stores		Sidney Main		Sidney Annex		Sidney Furniture		Brentwood		Saanich	
Donates items to BCS	202	73%	42	75%	43	81%	48	81%	35	66%	34	62%
Do not donate items	74	27%	14	25%	10	19%	11	19%	18	34%	21	38%
Donation Process Changes?												
No improvements required	153	55%	29	52%	27	51%	47	80%	35	66%	15	27%
Improvements required	38	14%	6	11%	15	28%	5	8%	7	13%	5	9%
No response re: changes	85	31%	21	37%	11	21%	7	12%	11	21%	35	64%

Suggested changes to donation drop-off:

- Provide a more accessible drop off area versus the awkward/tight alley/parking in back. Many choose to park elsewhere and carry which is inconvenient. Offer drive through/parking convenience – 10 comments
- Offer pick-up service – 9 comments
- Improve the professionalism/positive interaction/courtesy from volunteers overseeing drop-offs – too gruff, rude, abrupt - a turnoff for donors – 5 comments
- Be more specific about unwanted items. The volunteers can be too picky – e.g. hear from a church rummage sale and turn all away but there are quality items included – 4 comments
- Offer more drop-off locations/areas. Consider drop boxes – 4 comments
- Place phone calls to residents – 3 comments (while 3 people said "do NOT start phoning us!")
- Allow drop off anytime or for longer hours (earlier and later), not just 9 to 5 pm – 3 comments
- Promote what current item needs are

9. Volunteer Work

	Total of all Stores		Sidney Main		Sidney Annex		Sidney Furniture		Brentwood		Saanich	
Volunteer for BCS	42	15%	10	18%	10	19%	7	12%	8	15%	7	13%
No volunteer for BCS	234	85%	46	82%	43	81%	52	88%	45	85%	48	87%
Volunteer for other groups	92	33%	15	27%	20	38%	16	27%	22	42%	19	35%
No volunteer for other groups	184	67%	41	73%	33	62%	43	73%	31	58%	36	65%

10. Knowledge of Beacon Community Services/Use of Thrift Stores' Funds

	Total of all Stores		Sidney Main		Sidney Annex		Sidney Furniture		Brentwood		Saanich	
Fully aware of BCS	90	33%	29	52%	19	36%	18	31%	16	30%	8	15%
Somewhat aware of services	104	37%	15	27%	26	49%	22	37%	11	21%	30	55%
Not aware of services	82	30%	12	21%	8	15%	19	32%	26	49%	17	30%
	% of all interviewees											
If not fully aware, interested in knowing more?	% of interviewees not "fully aware"											
Yes, interested in knowing	79	43%	13	48%	13	38%	19	46%	19	51%	15	32%
Not interested in knowing	53	28%	8	30%	9	27%	9	22%	17	46%	10	21%
No response	54	29%	6	22%	12	35%	13	32%	1	3%	22	47%

Suggestions for Informing Customers:

- Brochures/leaflets at check-out counter, placed in bags – 21 comments
- Posters in stores – walls and windows – 19 comments (while 3 people said signs are ineffective)
- More advertising in local paper – 6 comments
- Do a mailer to homes – 2 comments
- Include articles in your newsletter – 2 comments
- Promote your website and place information on the site – 2 comments

11. Consideration Given to Helping a Particular Charity When Choosing a Thrift Store

	Total of all Stores		Sidney Main		Sidney Annex		Sidney Furniture		Brentwood		Saanich	
"1" No consideration	58	21%	11	20%	13	25%	19	32%	11	21%	4	7%
"2" A little consideration	14	6%	3	5%	4	8%	0	0%	3	6%	4	7%
"3" Somewhat consider	70	25%	16	29%	6	11%	13	22%	19	35%	16	29%
"4" Consider	42	15%	4	7%	10	19%	4	7%	7	13%	17	31%
"5" Very important	92	33%	22	39%	20	37%	23	39%	13	25%	14	26%
	276	100%	56	100%	53	100%	59	100%	53	100%	55	100%

12. Preference For Who Runs a Thrift Store

	Total of all Stores		Sidney Main		Sidney Annex		Sidney Furniture		Brentwood		Saanich	
	% of all interviewees											
Yes	129	47%	26	46%	33	62%	25	42%	19	36%	26	47%
No difference	147	53%	30	54%	20	38%	34	58%	34	64%	29	53%
If yes, what arrangement do you prefer?			% of interviewees saying "yes, it makes a difference"									
Run by volunteers	38	30%	13	50%	4	12%	8	32%	8	42%	5	19%
Run by staff	3	2%	0	0%	0	0%	0	0%	0	0%	3	12%
Run by staff & volunteers	88	68%	13	50%	29	88%	17	68%	11	58%	18	69%

General Comments

- Just ensure workers are friendly and courteous – 4 comments
- It is good that you train the youth in cashier work – 2 comments
- Keep prices low – don't raise prices to pay for too many salaries – 2 comments

Reasons for using just volunteers:

- Keep all the money going directly to community causes/services versus to salaries – 6 comments
- Volunteers can be friendlier, dedicated – 4 comments
- Keep unions out (unlike Salvation Army)

Reasons for using just staff – no comments

Reasons for using a combination of staff/volunteers:

- Volunteers are great people to have involved. They keep the stores “down to earth” – 6 comments
- Have a balance of staff and volunteers, so salaries can be kept lower, and more funds go toward community services – 6 comments
- This approach provides the community with work opportunities at two levels – 3 comments
- Staff help with accountability, responsibility, retail skills in the store – 3 comments
- Managerial staff is needed to organize and oversee things – 3 comments
- Staff are dependable while volunteers can be hard to schedule – 2 comments
- Staff brings skills and experience, volunteer bring local knowledge and other unique skills – 2 comments
- This approach brings us together in spirit

DEMOGRAPHICS OF STORE INTERVIEWEES

Gender and Age

	Total of all Stores		Sidney Main		Sidney Annex		Sidney Furniture		Brentwood		Saanich	
Male	67	24%	12	21%	9	17%	16	27%	11	21%	19	35%
Female	209	76%	44	79%	44	83%	43	73%	42	79%	36	65%
19 years or younger	14	5%	4	7%	1	2%	2	3%	2	4%	5	9%
20-29 years	19	7%	4	7%	2	4%	0	0%	4	8%	9	16%
30-39 years	23	8%	5	9%	8	15%	1	2%	4	8%	5	9%
40-49 years	45	16%	6	11%	9	17%	7	12%	8	15%	15	27%
50-59 years	68	24%	15	27%	17	32%	12	20%	14	26%	10	18%
60-69 years	59	21%	8	14%	12	22%	23	39%	11	20%	5	10%
70 years or older	48	17%	14	25%	4	8%	14	24%	10	19%	6	11%
Totals	276	100%	56	100%	53	100%	59	100%	53	100%	55	100%

Place and Type of Residence

a) Peninsula Stores Interviewees

Place of Residence	Total of all Pen. Stores		Sidney Main		Sidney Annex		Sidney Furniture		Brentwood	
Sidney	83	38%	25	45%	26	49%	26	44%	6	11%
North Saanich	41	19%	8	14%	16	30%	15	25%	2	4%
Saanichton	28	13%	7	13%	2	4%	8	14%	11	21%
Brentwood Bay	18	8%	1	2%	0	0%	2	3%	15	28%
Other Central Saanich	10	5%	2	4%	0	0%	2	3%	6	11%
Victoria & W. Comm.	30	14%	8	14%	6	11%	5	8%	11	21%
Gulf Islands	3	1%	2	4%	1	2%	0	0%	0	0%
Up Island	3	1%	1	2%	1	2%	0	0%	1	2%
Visiting from off-island	5	2%	2	4%	1	2%	1	2%	1	2%
Totals	221	100%	56	100%	53	100%	59	100%	53	100%

Type of Residence

Own Residence	169	76%	38	68%	44	83%	44	75%	43	81%
Rent Residence	48	22%	17	30%	9	17%	12	20%	10	19%
Other - trailer, boat	4	2%	1	2%	0	0%	3	5%	0	0%

b) Saanich Store Interviewees

Place of Residence	Saanich Store	
Gordon Head	10	18%
Quadra	18	33%
Oak Bay	2	4%
Downtown	7	13%
View Royal	2	4%
Esquimalt	5	8%
Fernwood	3	5%
West. Communities	2	4%
Peninsula	3	5%
Visiting from off-island	1	2%
University student	2	4%
Total	55	100%

Type of Residence	Saanich Store		Total Peninsula Interviewees		Total of all interviewees	
Own Residence	27	49%	169	76%	196	71%
Rent Residence	28	51%	48	22%	76	28%
Other - trailer, boat	0	0%	4	2%	4	1%



Sidney/Brentwood - Thrift Store Customers Interview

Interviewer Name: _____ Date: _____

Store: (circle one) Sidney: a) Annex b) Main Store c) Furniture Store Brentwood Store

1. On average, how often do you shop in Beacon Thrift Shops? (circle what best reflects frequency – prompt if nec.)

- Every couple of months Once a month Every other week (e.g. 2x/month) Once a week Several times a week or more
- Other (please note): _____

3. a) Which Beacon Thrift Shops do you normally visit? (circle each store said – prompt with names if necessary)

3rd Street – Annex/housewares:(scale #) 3rd Street - main store:(scale #) 4th Street furniture shop:(scale #)
 Brentwood Bay Thrift Shop:(scale #) Saanich Thrift Shop (McKenzie & Reynolds, by London Drugs):(scale #)

b) Now I'm going to name each Beacon store you visit. On a scale of 1 to 5, please rate each of these stores in terms of your satisfaction with the store & your shopping there?

Explain "1" is not at all satisfied, "3" is somewhat satisfied, & "5" is very satisfied.

1
2
3
4
5

Not At All Satisfied
Somewhat Satisfied
Very Satisfied

Sample Scale

Interviewer, please go to 2 a) and write one # rating of "1" to "5" beside each store they visit.

3. How did you learn/hear about the Beacon Thrift Shops? (circle all that they state – prompt if nec.)

- walking by word of mouth (friends, etc.) advertisements Beacon literature/calendar

4. What kinds of items do you purchase on typical visits to Beacon Thrift Shops? (*NOT* just today...)
 (circle categories that best represent the types of purchases they say)

- | | | | | | | | |
|-----------------------|----------|------------|------------------|-----------|-----------------|-------------|---------------------|
| clothing (what kind?) | - ladies | shoes | books | jewelry | fabrics/notions | electronics | software/CDs/videos |
| | - mens | | | | | | |
| | - kids | | | | | | |
| toys/games | linens | housewares | small electrical | furniture | lighting | pictures | |
- Other (please note): _____

5. What is your main method of payment for purchases at Beacon Thrift Shops?

- Credit card Interact Cash (Circle *main* method – and note other comments if necessary)

6. Do you shop at other thrift stores? (Circle NO, or if yes, circle all stores said. Prompt re: store names if nec.)

- a) in Sidney, on 2nd St.:** NO Yes: Salvation Army St. Vincent de Paul Animals for Life
- b) in Brentwood:** NO Yes: Salvation Army
- c) in Victoria:** NO Yes: Salvation Army stores Women in Need (WIN) Value Village
- Other (please note): _____

7. a) What do you like about Beacon Thrift Shops and shopping there? What do we do well? (Can be general comments &/or specific to a store(s). Prompt only if needed – e.g. workers, pricing, items, sales, store set-up....)

7. b) Are there things Beacon Thrift Shops could change/add/do differently that would improve your shopping there and perhaps motivate you to visit our shops more?
 (Can be general comments &/or specific to a store(s) – can prompt, especially for stores scored low in question 2 b)

8. a) Do you drop off donated items for Beacon Thrift Shops to resale? Yes No
b) Are there any changes Beacon could make that would help you donate resale items more easily and perhaps more often? (Note: donations can be left in the Brentwood and Saanich stores, when they're open)
 (circle one) NO Yes – if yes, what do you suggest?

1. Do you do volunteer work:
a) for Beacon Community Services? Yes No
b) for other community organizations/projects, etc.? Yes No

10. Do you know what Beacon Community Services offers and how we use funds from Thrift Shops sales to support community services? (circle one) Fully Aware Somewhat Aware Not Aware
If answered "somewhat" or "not aware", ask: Is it important for you to know what Beacon Community Services does?
 (circle one) No Yes – If yes, Can you suggest how BCS can inform you about what we do/offer?"

11. On a scale of 1 to 5, how much consideration do you give to helping a particular charity when you are deciding what thrift store to visit? (Circle one of the 5 numbers) Explain the scale:

With "1" not considered at all, "3" somewhat considered & "5" a very important consideration

1	2	3	4	5
Not Considered at all	Somewhat Considered		Very Important Consideration	

12. When you are shopping, does it make a difference to you whether a thrift store is run by:
 a) volunteers b) by staff or c) a combination of staff/volunteers? Yes No

If yes, which do you prefer (circle a, b, or c)? Any reasons why?

And now, just to conclude:

13. Male ____ **Female** ____ (check one)

14. What age category do you fall into: (circle one) – **show** them the ages and let them say their category
 19 and younger 20-29 years 30-39 years 40-49 years 50-59 years 60-69 years 70 & up years

15. What community do you live in? (circle one that best reflects the location they say – clarify location if nec.)

Sidney North Saanich Saanichton Brentwood Bay Other Central Saanich area
 Victoria Other (please note): _____

16. What type of residence do you live in (circle one)

Owned House/Condo Rented House/Apartment Seniors Facility Other: _____
 (please note)

Thank you so much for your time and helpful input. Here is a coupon to use on your next Thrift Shop purchase, and at a local coffee shop.

