

**ONTARIO SUNDAY SHOPPING:
THE VIEW OF THE CONSUMERS OF HAMILTON, ONTARIO**

BY

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ABSTRACT

In the province of Ontario, **The Retail Business Holidays Act** regulates retail business services on holidays. The Act defines Sunday as a "holiday" and so Sunday is treated the same way as the other public holidays. The Act has raised much controversy over the past few years as the ambiguity over the wording of the Act and the problems with enforcement, has left room for retailers to do as they please regarding Sunday opening. In turn many different retailers, religious organizations and labour groups have voiced varying concerns to the provincial government of Ontario. This research paper investigated the consumer attitudes towards Sunday shopping in Hamilton, Ontario. The main objective was to determine through the method of cross tabulation whether attitudes differed based on household income, sex, presence/absence of children in the family, age, employment status, religion and marital status. The second focus was to determine whether consumers favoured a particular type of shopping on Sunday. Finally, to view the opinion of the consumers on who should legislate and the form the legislation should take. Data was obtained thru a survey questionnaire distributed at Jackson Square and Centre Mall in Hamilton. The major finding of this thesis was that Hamilton consumers have varying attitudes towards Sunday shopping.

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1.0 INTRODUCTION

The purpose of this research is to determine the attitude of consumers in the city of Hamilton towards Sunday shopping. The restrictions of retail business (the selling or offering of goods or services by retail) on Sunday is a part of the **Retail Business Holidays Act** in the province of Ontario. The **Retail Business Holidays Act** has raised much controversy over the past few years as the ambiguity over the wording of the Act and its enforcement has left room for retailers to do as they please regarding Sunday opening. In July of 1990 the Ontario Supreme Court ruled that the **Retail Business Holidays Act** is constitutionally invalid and has "no force or effect" [The Hamilton Spectator June 26, 1990 pA6]. As a result, retailers were free to legally open or close on Sunday for the first time. In turn, groups representing labour, business and religious organizations voiced concerns to the provincial government over the issue. However, on March 21, 1991 the Ontario Court of Appeal overturned the July 1990 Ontario Supreme Court ruling that had quashed the **Retail Business Holidays Act** for violating the rights of retailers who do not observe Sunday as a religious day of rest [The Hamilton Spectator March 21, 1991 pE1]. Therefore, it is once again illegal for retailers to open on Sundays.

Many large retailing firms have completed detailed studies of how Sunday shopping will benefit or harm their sector, yet few studies have been done regarding consumer attitudes. Most research on Sunday shopping outlines the changes in retail activity that will occur when retailers are open on Sundays. Though this type of research

is beneficial as an indicator of potential earnings or losses, it fails to take the social impact of Sunday shopping into consideration. The following study analyzes consumer attitudes towards Sunday shopping in Hamilton but brings an added dimension to the Sunday shopping issue. A study of consumer attitudes on Sunday shopping may be used by the provincial government of Ontario and the municipal government of Hamilton, Ontario in dealing with the Sunday shopping issue.

2.0 LITERATURE REVIEW

2.1 INTRODUCTION

Geographical research on Sunday shopping, and more specifically research on consumer attitudes towards Sunday shopping, is quite limited. The following chapter examines literature on Sunday shopping at three broad levels: **The Retail Business Holidays Act** ; the Sunday shopping issue in Hamilton Ontario; research on Sunday shopping within geography.

2.2 THE RETAIL BUSINESS HOLIDAYS ACT

Sunday is defined as a "holiday" under the province of Ontario's **Retail Business Holidays Act** and so the same way as the other public holidays such as Thanksgiving and Good Friday. The retail selling of goods and services is prohibited in that part of the Act which states:

No person carrying on a retail business in a retail business establishment shall,

- a) sell or offer for sale any goods or services therein by retail; or
- b) admit members of the public thereto, on a holiday.

Exemptions to the prohibition include the sale of food products, tobacco, antiques and handicrafts. The "selling establishment" of these products must be less than 2,400 square feet and the number of persons involved in the selling must not exceed three. Further exemptions include pharmaceutical or therapeutic goods for hygienic or cosmetic purposes. The "selling establishment" for these products must be less than 7,500 square

feet. Furthermore, gasoline and motor oil related products, nursery stock or flowers and fresh fruits or vegetables (only on the holidays falling between April 1st and November 30th in the same year) are permitted on Sundays. Therefore the types of retail centres permitted to open on Sundays include convenience stores, drug stores, gas stations, gardening centres and tourist stores. Any other retailers that violate the Act are subject to a fine of \$50,000 (1991 figure) or the gross sales of the retail business establishment on the holiday on which the "contravention" occurred.

2.2.1 COURT RULINGS AND CHALLENGES TO THE RETAIL BUSINESS HOLIDAYS ACT

The Sunday shopping issue has led to some of Canada's most famous constitutional court battles [The Hamilton Spectator Feb 22, 1985 pA5] (note: This is the largest newspaper in Hamilton, Ontario). A large number of retailers have legally challenged the Act in court, stating that it violates the Canadian Bill of Rights. Paul Madger a retail furrier from Toronto, Ontario challenged the Ontario **Retail Business Holidays Act** in court in April of 1982. Madger felt the **Retail Business Holidays Act** conflicted with the Canadian Charter of Rights and Freedoms. This court challenge sparked almost a decade of controversy surrounding Sunday shopping involving all sides on the issue. Many large retailing firms, religious groups and other retail labour groups have repeatedly voiced their concern to the provincial government of Ontario.

After several years of court challenges, (in December of 1986) the Supreme Court of Ontario upheld the **Retail Business Holidays Act** [The Hamilton Spectator December 2, 1986 pA1]. Legal challenges, however, persisted throughout 1987 despite

this ruling. The Liberal provincial government announced in December of 1987 that legislation would be introduced in 1988 to give the 839 Ontario municipalities the option of Sunday retail openings. [The Hamilton Spectator December 2, 1987 pA1] Many regional councillors from Hamilton-Wentworth stated they did not want any part of the decision to allow Sunday shopping in their municipality. An article in The Hamilton Spectator in February 1988 stated the Regional councillors of Hamilton put forth a motion opposing the province's move to have local municipalities decide for themselves whether Sunday shopping should be allowed. Their concern focused on how neighbouring municipalities could effectively implement a ruling which varied with its surrounding municipalities.

On July 5th, 1990 the Supreme Court of Ontario overturned an earlier court ruling that the province's shopping law was constitutional. [The Hamilton Spectator July 19, 1990 pD1] As a result, the **Retail Business Holidays Act** was constitutionally invalid and of "no force or effect" [The Hamilton Spectator June 26, 1990 pA6]. Sunday July 8th, 1990 was the first time retailers were legally able to open on Sundays. The most recent development to occur with the **Retail Business Holidays Act** occurred on March 21st, 1991. The Ontario Court of Appeal overturned the Supreme Court of Ontario's ruling that stated the **Retail Business Holidays Act** violated the rights of retailers who do not observe Sunday as a religious day of rest [The Hamilton Spectator March 21, 1991 pE1]. Therefore, the Act is again valid and it is illegal for most retailers to open on Sundays.

2.3 SUNDAY SHOPPING IN HAMILTON

This section summarizes newspaper clippings from The Hamilton Spectator that deals with the Sunday shopping issue in Hamilton, Ontario from the period January 1983 to March 1991.

HAMILTON, ONTARIO

There was controversy on Sunday shopping in 1983 among Hamilton merchants. For those who were against Sunday shopping (primarily smaller retailers) their greatest fear concerned the effects Sunday shopping would have on their family lives, Sunday being the only non working day for this group [The Hamilton Spectator Aug 23, 1983 pA1]. Other retailers were concerned about overhead expenses since it was felt that consumer dollars can only go so far and would not necessarily provide extra revenue. For those who were in favour of Sunday shopping, such as large retail chain stores (eg. The Bay, Simpsons) their concerns focused on losing revenues to U.S. retailers across the border since retailers in Buffalo, New York are open on Sundays. These retailers also believed that Sunday shopping would create more jobs.

The main issue surrounding Sunday shopping in the latter part of 1983 was the opening of produce stores on Sundays during the winter months (refer to Section 2.1). As of 1983, produce stores such as "The Barn" were able to open on Sundays from April 1st to November 30th as a result of an earlier Ontario Supreme Court ruling. However, in October of 1983, the Ontario Court of Appeal upheld the ruling to extend Sunday

shopping at fruit and vegetable stores during the winter months as well.

A survey conducted from St. Catherines to Toronto by the Retail Merchandising Consumers (a group specializing in analyzing consumer attitudes) in November 1983, found that 60 percent of the consumers favoured Sunday store opening and more than 42 percent also indicated that their total expenditure in stores would increase if stores were open seven days a week [The Hamilton Spectator Nov 22, 1983 pC1]. In keeping with the findings of this survey, Robinsons (a major department store in downtown Hamilton, Ontario) began to illegally open on Sundays in December 1983 and Robinsons found Sunday opening to be a great success.

In December of 1986 Cadillac Fairview Corporation (a land developer and property management company) planned to open Eastgate Mall, Centre Mall and Limeridge Mall on Sundays. However, The Hamilton Spectator went to the three malls and polled merchants on the issue of opening on Sunday and found that hardly any in mall merchants would open. As a result of this poll, Cadillac Fairview Corporation opted not to open its malls on Sundays.

On December 2nd, 1987 the provincial liberal government announced that legislation would be introduced in 1988 to give the 839 Ontario municipalities the option of Sunday retail opening. There was much controversy over the announcement between the provincial and municipal governments. At the core of this issue was the problem of jurisdiction. The provincial government wanted individual municipalities to legislate on Sunday shopping whereas individual municipalities felt that the provincial government should set the guidelines for the entire province. Hamilton regional councillors put forth

a motion on February 3rd, 1988 to oppose the provincial government's announcement and to decide "not to vote" on the Sunday shopping issue [The Hamilton Spectator Feb. 4, 1987 pA1].

In November of 1989 many large corporations (eg. Eatons) in Hamilton opened on Sunday in defiance of **The Retail Business Holidays Act**, were legally charged and yet persisted to stay open. On July 8th 1990 retailers in Hamilton were finally legally able to open after the July 5th, 1990 Ontario Court of Appeal ruling that **The Retail Business Holidays Act** was constitutionally invalid and of "no force or effect". However, the first Sunday of wide spread Sunday shopping was a costly one for retailers as many stores were not busy. According to retailers in Hamilton's Centre Mall, consumers "went to look not to buy" [The Hamilton Spectator, July 9, 1990].

By November 1990, Limeridge Mall, Eastgate Mall and Centre Mall were open on Sunday. However Jackson Square (a mall in downtown Hamilton) was not, but planned to open on Sundays during the following month. Jackson Square's decision to open on Sundays during the month of December was made in order to capitalize on the Christmas retail rush. By February 1991, all shopping malls in Hamilton were closed on Sundays. Cadillac Fairview Corporation stated that the decision to close the Limeridge Mall, Eastgate Mall and Centre Mall was a way of cost-cutting for retailers, particularly on their wage costs. [The Hamilton Spectator Feb. 14, 1991 pD1].

SUMMARY

There has definitely been a change in attitudes towards Sunday shopping in Hamilton by both retailers and consumers during the period 1983-1991. In 1983 it was downtown Robinsons who led the fight for Sunday shopping. However, today under new management, Robinsons chooses not to open on Sundays. Also, prior to non regulated Sunday shopping, the major malls in Hamilton went against **The Retail Business Holidays Act** during the Christmas shopping season. Therefore, it may not be year round Sunday shopping that is desirable to large retailers but seasonal Sunday shopping. It would appear that retailers prefer to open on Sundays during the traditionally busier times of year. Considering the distinction between the views on Sunday shopping of retailers on the one hand and more specifically supermarket owners on the other hand the question of the type of shopping [grocery (supermarket), leisure (sporting/records), houseware (linens/pots/dishes), houseware (T.V./stereo/appliances) gardening, clothing, drug store and window], that should be available on Sunday becomes significant. These considerations shall be explored in light of the responses received through the surveying of Hamilton consumers.

2.4 RESEARCH ON SUNDAY SHOPPING

As the Sunday shopping issue has developed over the years research by geographers is developing but is still quite limited. Laband has done research in the United States on the blue laws (named for the colour of paper on which they were printed in earlier years, prohibit the Sunday sale of certain merchandise). He argues that laws have a detrimental effect on the regions economy. [Laband, 1986] Laband contends that blue laws limit the amount of competition faced by relatively small proprietors from large chain stores, especially the large department stores located in malls. Laband also concludes in a study with Heinbach (1987) that if the Sunday closing laws were lifted, retail activity would increase.

Studies in Great Britain have found opposite conclusions from those of Laband and Heinbach. A report from the Institute of Fiscal Studies found that if Sunday shopping laws were lifted Sunday sales would come at the expense of a corresponding declining weekly sales [The Economist 1984 p64]. Much of the remaining research on Sunday shopping is an examination of a particular retail sector such as grocery stores [Tullock, 1980], smaller retailers [Barnes and Chopoorian, 1987] or to the reasons blue laws are enacted and repealed [Price and Yandle, 1987] or how blue laws increase or decrease the overall retail activity in a region [McNeil and Yu, 1989].

3.0 RESEARCH METHODOLOGY

The following chapter outlines the methodology used to analyze the attitude of consumers in Hamilton, Ontario towards Sunday shopping. In testing this attitude research questions were developed (Section 3.1). On the basis of these research questions a survey comprised of 24 questions was created to obtain a clear understanding of the attitude of consumers in the city Hamilton, Ontario towards Sunday shopping. The purpose of the survey was to address the questions outlined below:

3.1 RESEARCH QUESTIONS

QUESTION 1

As a result of the enormous controversy on Sunday shopping what is the attitude of Hamilton consumers towards Sunday shopping?

- a) Do demographic features such as household income, presence/absence of children in family, age, sex, marital status or the most frequent mode of transportation used for shopping affect this attitude?
- b) What role does religion play in this attitude?
- c) How does ones employment status affect the attitude towards Sunday shopping?

QUESTION 2

Is there a specific type of shopping consumers feel is important to have on Sunday?

- a) Which type of retail facilities should therefore be open on Sunday?

QUESTION 3

What are Hamilton consumers attitudes towards Sunday shopping legislation?

- a) How familiar are consumers with the Sunday shopping legislation?
- b) Who should make the decision with the Sunday shopping laws?
- c) What type of closing options should stores follow on a weekly basis?

RESEARCH METHODOLOGY (QUESTIONNAIRE)

3.2 DATA SOURCE

The objective of this study was to determine the attitude of Hamilton consumers towards Sunday shopping and more specifically to answer the research questions stated in Section 3.1. For the data collection of this study a number of private citizens (243) in Hamilton completed a questionnaire.

The questionnaire developed used quantitative methods of information gathering for the purpose of descriptive analysis (measuring one or more dependent variables in some defined population, or sample of that population which is large and heterogeneous) [Hyman, 1966] The final questionnaire can be seen in Appendix A. The primary focus of the questionnaire was to examine the effects demographics play on the consumer attitudes towards Sunday shopping. In addition several questions were used to determine characteristics of the type of shopping people do on Sunday and the type of shopping they feel is important on Sunday. Furthermore the questionnaire examined the consumers responses to how and who should deal with Sunday shopping legislation.

The format of the questionnaire was based upon the research questions to be tested (section 3.1). In general, are the consumers of Hamilton in favour or against Sunday shopping. To categorize consumers demographically, knowledge about their household income, the presence/absence of children in their family, their most frequent

mode of transportation used for shopping, age and sex was necessary. Questions pertaining to employment status and religion were also asked to determine their relationship with Sunday shopping. Another set of questions based upon shopping habits were addressed. Participants were given the following nine categories of shopping types;

grocery (supermarket)
leisure (sporting/records)
hardware
houseware (linens/pots/dishes)
houseware (appliances/TV/stereo)
gardening
clothing
drug store
window

and asked;

- 1) What type of shopping do you do on Sunday?
- 2) On a scale from 1 to 5, where 1 is not important and 5 is very important, how important are the different types of shopping to you on Sunday?

It was also important to know how people ranked the benefits and disadvantages to Sunday shopping. Thus a set a questions containing a list of benefits and disadvantages were addressed and individuals ranked their preference. This was done to determine if there was a specific reason individuals favour Sunday shopping or not. The consumers feelings as to who should legislate on Sunday shopping and how, was also asked. This

section was comprised of three questions asking;

- 1) Who should make the decision whether retailers open on Sunday? (a list was provided)
- 2) How familiar are you with the current legislation on Sunday shopping?
- 3) What closing options do you think stores should follow? (a list was provided, eg. close one day a week, close for two half days, close Sunday and so forth.

3.3 SAMPLING

The simple random sample method for distribution of the questionnaire was used. A simple random sample is

one in which each sample element has a known and equal probability of selection and each possible sample of n elements has a known and equal probability of being the sample actually selected. [Green, Tull & Albaum, 1988]

However, implementing this method of sampling presents some problems as to whether it is representative of the population.

A total of 243 individuals were polled in the "food courts" at Jackson Square (a mall in downtown Hamilton) and the Centre Mall in Hamilton. Participants were approached by two surveyors (the author and an assistant) in the food courts as it was the most sensible place to complete a five page questionnaire. Surveying was conducted on three days at Jackson Square; Tuesday between 11:30 and 1:30pm, Friday between 5:30 and 7:30pm and on a Sunday between 1:00 and 3:00pm. At Centre mall surveying was conducted on four days; Tuesday between 11:30 and 1:30pm, Wednesday between 11:30 and 1:30pm, Friday between 5:30 and 7:30pm and Sunday between 1:00 and

3:00pm. All surveying was conducted during the months of November and December 1990 except for one Sunday in which surveying was conducted in January 1991. The reason for this extra Sunday was not to confuse regular Sunday shoppers with Christmas Sunday shoppers. The different times were selected in an attempt to have as representative a sample of all individuals who would use the mall at various times in a week as possible. Individuals were approached and asked to participate in a Sunday shopping survey and were informed that the survey was solely for academic purposes. The participants filled out the questionnaire without the surveyors assistance.

3.4 QUESTIONNAIRE PRETESTING

Pretesting of the questionnaire was completed with 88 second year McMaster University geography students prior to the actual surveying (refer to Appendix A for pretest questionnaire). The purpose of the pretest was to recognize any misinterpretation in the wording of questions and the understanding of questions. As a result modifications to the wording of some questions were made to make them clearer. For example question 7 of the initial questionnaire read;

If you do not shop on Sunday is there a specific reason why not?

- a) Religion
- b) Employment
- c) Sunday a Day of Rest
- d) Other (specify)
- e) No specific reason

26% (23 of the 88 pretest participants) did not answer this question, therefore the following change was made;

If in general you do not shop on Sunday is there a specific reason why not?

- | | |
|--------------------------------------|-------------------------|
| <input type="checkbox"/> Shop | a) Religion |
| <input type="checkbox"/> Do not shop | b) Employment |
| | c) Sunday a Day of Rest |
| | d) Other (specify) |
| | e) No specific reason |

Another example was question 8 of the questionnaire;

On which day and at what time are you **most** likely to do the following types of shopping and what mode of transportation would you use? (a list of the shopping types were provided)

With this question 41% (36 of the 88 pretest participants) of the participants did not answer it correctly and the question was modified to achieve a lesser objective. As a result the question was changed to determine the mode of transportation consumers used for shopping. The new question on the final questionnaire read;

In general what mode of transportation are you **most** likely to use for shopping?

- a) Car
- b) Bus
- c) Bicycle
- d) Taxi
- e) Walk

In addition, another question was added to the final questionnaire after pretesting. It was

question 16 of the final questionnaire which asked;

Of the following types of retail centres which would you shop at on Sunday?

- a) Supermarkets Only
- b) Convenience Stores Only
- c) Drug Stores Only
- d) Specialized Stand-Alone Stores (The Brick)
- e) Strip Plazas
- f) Shopping Malls
- g) Combination of the above

This question was added to obtain a more accurate response to research question 2a in section 3.1 which stated; "Which type of retail facilities should therefore be open on Sunday?"

3.5 AN EVALUATION OF THE METHOD OF DATA COLLECTION

A number of compromises had to be made to the method of data collection throughout the survey. Initially the questionnaire was to be completed by personal interviews in which the surveyor read the question to each participant and recorded the response. Due to time constraints the questionnaire was completed by each participant without guidance from the surveyor. As a result of this compromise a larger sample was obtained but the responses to the questionnaire were not as accurate as they could have been if the surveyor interviewed each participant. Furthermore, initially surveying was not to be conducted in a shopping area. However, due to potential personal risk factors for the surveyors, the compromise decision was taken to conduct surveying in the mall situation rather than on King Street and Main Street in downtown Hamilton. Additional compromises resulted once the mall situation was chosen for testing. Permission was

granted only on specific days to conduct surveying in the malls. Limeridge Mall, Centre Mall and Jackson Square were approached and asked if permission could be granted to a conduct Sunday shopping survey in the malls. Permission to conduct surveying was granted at Jackson Square and Centre Mall but not at Limeridge Mall. The following restrictions on surveying at Jackson Square were made; surveying had to be conducted on Tuesday November 20th, 1991 and Friday November 23rd, 1991 and on any Sunday during the month of December 1991. At Centre Mall surveying could have been conducted on any four days between November 24th 1991 and December 22nd, 1991 when the mall had prior notice. Centre Mall also permitted the researcher to survey on Sunday January 20th, 1991.

RESEARCH METHODOLOGY (ANALYSIS)

3.6 CODING OF THE QUESTIONNAIRE

The questionnaire addressed a series of questions to determine the effect demographics, employment status and religion had on the "yes and no response" to the question;

Are you in favour of Sunday shopping?

Upon completion of the surveys each question was assigned a column number in a spreadsheet. Each of the questions responses were assigned a code between 0 and 9, where 9 always represented a non-response. For example question 11 of the questionnaire read;

Are you in favour of Sunday shopping?

Yes _____
No _____

This question represented column 11 in the spreadsheet, while a number 1 in the column represented a "yes" response and a number 2 represented a "no" response to the question. Questions which had more than one response were represented by a series of columns in the spreadsheet. For example question number 1 of the survey read;

What type of shopping do you do on Sunday?

- a) Grocery (supermarket)
- b) Leisure (sporting/records)
- c) Hardware
- d) Houseware (linens/pots/dishes)
- e) Houseware (appliances/TV/stereo)
- f) Gardening
- g) Clothing
- h) Drug store
- i) Window

Each response represented a column in the spreadsheet (eg. grocery shopping is column 24). If participants checked any type of shopping they were assigned a number 1 in that column and if not they were assigned a zero.

The spreadsheet columns represented the questions and each row was a record of each of the participants responses of the questionnaire. Hence, the spreadsheet was comprised of 70 columns and 243 rows. A list of all the variables, their assigned columns and range of response codes are available in Appendix B.

3.7 METHOD OF ANALYSIS

Upon completion of coding the surveys, cross tabulations were conducted for descriptive analysis. All variables (sex, age, household income, presence/absence of children in family, most frequent mode of transportation used for shopping, religion and employment) were compared one by one against the question "Are you in favour of Sunday shopping?". In the event of a correlation further cross tabulations were completed to examine the effect of a combination of variables (eg. age, income and Sunday shopping). Cross tabulations were conducted to determine the responses to the research questions stated in section 3.1.

A further step was taken to determine the effect the mall setting had on consumers responses to the questionnaire. The significance of this lies in the fact that the clientele at Jackson Square and Centre Mall probably represent two different types of shoppers. Jackson Square in downtown Hamilton and its hours of operation reflect a target market of individuals who are employed in the central business district of

Hamilton. Jackson Square's operating hours are from 9:30am until 6:00pm everyday except for Friday nights in which the it is open until 9:00pm. On the other hand Centre Mall is open from 9:30am until 9:00pm everyday except for Saturday when it closes at 6:00pm. Centre Mall is also located in close proximity to a highly residential area as well as Dofasco and Stelco (two steel manufacturing companies in Hamilton).

4.0 DATA ANALYSIS AND RESULTS

4.1 INTRODUCTION

This chapter will focus on the results of the data analysis. The data analysis focused on identifying the effect demographics, employment status and religion had on the attitude of consumers towards Sunday shopping, the type of shopping consumers feel is important on Sunday and the view of Hamilton consumers to Sunday shopping legislation. An additional step was taken in analyzing the consumer attitude by comparing the responses based on sample sites: Jackson Square and Centre Mall.

4.2 SAMPLE CHARACTERISTICS

In the analysis it is important to know the characteristics of the sample population in order to obtain accurate conclusions. The demographic variables were based on age, marital status, occupation, presence/absence of children, household income and sex of the participants. Surveying was not intentionally directed at one specific age group, sex, income bracket, occupation, family size or marital status. However, in using the simple random sample method for distribution of the questionnaire the weakness of having an over represented sample in one age group, sex, income bracket, occupation, family size or marital status may have occurred. Table 4.1 illustrates the characteristics of the sample surveyed. There was a fair representation in most of the sample characteristics. However, there was an over representation of the sample in the age

characteristic. A total of 104 of the 243 participants were between the ages of 18 and 23 years. This probably led to the over representation of singles (157 of the participants were single).

Table 4.1

SAMPLE CHARACTERISTICS	
CHARACTERISTICS	PARTICIPANTS
AGE	
a) below 18 years	16 (6.6%)
b) 18 - 23 years	104 (42.8%)
c) 24 - 35 years	81 (33.3%)
d) 36 - 44 years	15 (6.2%)
e) 45 - 64 years	23 (9.5%)
f) 65 + years	2 (0.8%)
non-responses 2 (0.8%)	
MARITAL STATUS	
a) single	157 (64.6%)
b) married	75 (30.5%)
c) divorced	8 (3.3%)
d) widowed	1 (0.4%)
non-responses 2 (0.8%)	
OCCUPATION	
a) professional	20 (8.2%)
b) clerical work	46 (18.9%)
c) tradesmen	22 (9.1%)
d) retail employment	48 (19.8%)
e) blue collar	13 (5.3%)
f) domestic engineer	18 (7.4%)
g) students	50 (20.6%)
non-responses 17 (7%)	
CHILDREN	
a) yes	64 (26.3%)
b) no	176 (72.4%)
non-responses 3 (1.2%)	
HOUSEHOLD INCOME/year	
a) \$10,000 - 20,000	40 (16.5%)
b) 20,000 - 25,000	27 (11.1%)
c) 25,000 - 30,000	18 (7.4%)
d) 30,000 - 35,000	14 (5.8%)
e) 35,000 - 40,000	22 (9.1%)
f) 40,000 - 50,000	21 (8.6%)
g) 50,000 and up	62 (25.5%)
non-responses 39 (16%)	
SEX	
a) male	101 (41.6%)
b) female	134 (55.1%)
non-responses 8 (3.3%)	

4.3 CONSUMER ATTITUDES TO SUNDAY SHOPPING

Of the 243 participants surveyed, 51% of Hamiltonians were in favour of Sunday shopping while 49% were not. This response helps illustrate the reason why Sunday shopping has become such a controversial issue. It is the split opinion on this issue which perhaps makes ruling on Sunday shopping so difficult. As a result of this mixed opinion, a range of demographic factors were examined in an attempt to discern the reasons for these attitudes. There was no clear correlation between attitudes towards Sunday shopping on the one hand and marital status, the presence/absence of children in a family, sex and the most frequent mode of transportation used for shopping (tables in Appendix C).

4.3.1 Age and Sunday Shopping

With respect to age, participants between the ages of 36 years and 44 years (possibly individuals who have family and an established job) were more in favour of Sunday shopping. (see table 4.2) 73% of the participants who fell into this age category were for Sunday shopping. This suggests a trend favouring Sunday shopping from those individuals who possibly would like to use shopping on Sundays as a family activity. There was also a noted difference in individuals below 18 years of age. 16 individuals in this age category participated in surveying. 62.5% were against Sunday shopping. All individuals who fell into this age group were students with part time jobs in retail stores. This suggests a trend against Sunday shopping from those individuals who would work on Sundays.

Table 4.2

AGE AND SUNDAY SHOPPING			
AGES	SAMPLE	IN FAVOUR	AGAINST
a) below 18 yrs	16	37.5%	62.5%
b) 18 - 23 yrs	104	51.9%	48.1%
c) 24 - 35 yrs	81	48.1%	50.6%
d) 36 - 44 yrs	15	73.3%	26.7%
e) 45 - 64 yrs	23	47.8%	47.8%
f) 65 + yrs	2	50%	50%
non-responses 1.6%	2		

4.3.2 Occupation and Sunday Shopping

The occupation variable revealed the most striking contrasts with regards to people's attitude towards Sunday shopping. (see table 4.3) The strongest attitudes against Sunday shopping were displayed by those employed in retail and grocery stores. 81% of the 48 participants employed in retail and grocery stores were against Sunday shopping. This further suggests an aversion to Sunday shopping by those whose employment would require them to work on Sundays. Those occupations in which individuals supported Sunday shopping were domestic engineers and restaurant employees. 83% of domestic engineers were in favour of Sunday shopping. Of restaurant employees, 78% were in favour of Sunday shopping. The overwhelming

acceptance of Sunday shopping by restaurant employees may be explained by the fact that this group of employees commonly work on Sundays. With the occupational categories of tradesmen and blue collar workers there was a marginal difference regarding their attitudes towards Sunday shopping (tradesmen 64% in favour and blue collar 62% in favour).

Table 4.3

OCCUPATION AND SUNDAY SHOPPING			
OCCUPATION CATEGORIES	SAMPLE	IN FAVOUR	AGAINST
a) Professional (doctor, lawyer, teacher, accountant etc.)	20	50%	50%
b) Clerical work (banks, brokers, secretarial, insurance)	46	54.3%	45.7%
c) Tradesmen	22	63.6%	36.3%
d) Retail Mall/Grocery	48	16.7%	81.3%
e) Blue Collar	13	61.5%	30.7%
f) Restaurant	9	77.7%	22.2%
g) Domestic Engineer	18	83.3%	16.7%
h) Students	50	58%	42%
non-responses 0.7%	17		

4.3.3 Household Income and Sunday Shopping

Within the category of household income, the (only noted) association with regards to Sunday shopping was with the 27 participants who fell in the household income bracket between \$20,000 and \$25,000 per year. (see of table 4.4) 70% of those in the said household income bracket favoured Sunday shopping.

Another point taken from Table 4.4 was the uniformity among all the household income brackets (see table 4.4). This suggests that attitudes towards Sunday shopping are considered among many different income groups.

Table 4.4

HOUSEHOLD INCOME AND SUNDAY SHOPPING			
INCOME BRACKETS	SAMPLE	IN FAVOUR	AGAINST
a) \$10,000 - \$20,000	40	50%	50%
b) \$20,000 - \$25,000	27	70.4%	29.6%
c) \$25,000 - \$30,000	18	50%	44.4%
d) \$30,000 - \$35,000	14	43%	50%
e) \$35,000 - \$40,000	22	45.5%	54.5%
f) \$40,000 - \$50,000	21	47.6%	52.3%
g) \$51,000 and up	62	53.2%	46.8%
non-responses 16%	39		

4.3.4 Religion and Sunday Shopping

Religion is extremely significant to the Sunday shopping issue as the sabbath day falls on Sunday for most religions, although, Saturday is the sabbath for many others. The **Retail Business Holidays Act** focuses on embracing Christian religious values. Furthermore, the Act legally fines anyone who violates the rights of retailers who do not observe Sunday as a religious day of rest.

In an attempt to determine if religion effects consumer attitudes towards Sunday shopping, two questions in the questionnaire dealt with religion. The questions read;

- a) What is your practising religion?
- b) Do you go to a place of religious worship on Sunday?

However, no relationship was seen with consumer attitudes in favouring Sunday shopping or not. (see table 4.5) This suggests that the attitudes towards Sunday shopping are indifferent to religion. These findings contradict the fight to maintain Sunday as a sabbath day by many religious groups, as religion showed no effect in consumer attitudes towards Sunday shopping.

Table 4.5

RELIGION AND SUNDAY SHOPPING		
CLASSES	SAMPLE	FAVOUR SUNDAY SHOPPING
Roman Catholic	83	53%
United	38	44.7%
Presbyterian	16	43.8%
Lutheran	3	66.6%
Orthodox	3	66.6%
Jewish	1	100%
Others	17	41.2%
None	43	67.4%
non-responses 16%	16	

4.4 COMPARATIVE ANALYSIS OF THE SAMPLE SITES: JACKSON SQUARE AND CENTRE MALL

The following section analyzes the effect the mall setting had on consumers responses to the questionnaire. The significance of this lies in the fact that the clientele at Jackson Square and Centre Mall probably represent two different types of shoppers. A total of 169 participants were surveyed at Jackson Square and 74 participants were surveyed at Centre Mall. Therefore, the 243 participants survey responses to household income, sex, marital status, age, occupation, family size and religion were analyzed based on the mall setting in which surveying took place.

In analyzing the survey responses from the individual test sites: Jackson Square and Centre Mall, no significant differences were observed in marital status, household income, sex, most frequent mode of transportation used for shopping and religion as compared to the survey analysis as a whole (see Appendix C for tables).

4.4.1 Children and Sunday Shopping by Sample Site

In analyzing the sample as a whole (section 4.2) there was no correlation in peoples attitudes towards Sunday who were parents (see table 3 in Appendix C).

Table 4.6

PRESENCE/ABSENCE OF CHILDREN AND SUNDAY SHOPPING: A COMPARISON BETWEEN JACKSON SQUARE AND CENTRE MALL		
CHILDREN	FAVOUR SUNDAY SHOPPING	
	JACKSON SQUARE	CENTRE MALL
Yes (sample 64)	*[40] 47%	*[24] 79%
No (sample 176)	*[129] 49%	*[47] 45%
non-responses 0.8%		

*** represents the number of participants in that category at the sample site**

Yet, of the 24 respondents at Centre Mall who had children 79% were in favour of Sunday shopping (see table 4.6). The 40 participants at Jackson Square who were parents showed no correlation in attitudes towards Sunday shopping. A factor which must be noted in the evaluation of individuals attitude towards Sunday shopping who

were parents is the age of the children. Parents with younger children (eg. below the age of 5 years) were more in favour of Sunday shopping.

Table 4.7

THE AGE OF CHILDREN AND SUNDAY SHOPPING: A COMPARISON BETWEEN JACKSON SQUARE AND CENTRE MALL			
AGE CATEGORIES	SAMPLE	FAVOUR SUNDAY SHOPPING	
		JACKSON SQUARE	CENTRE MALL
a) 0 - 2 years	7	*[2] 50%	*[5] 100%
b) 3 - 5 years	15	*[6] 50%	*[9] 88%
c) 6 - 12 years	15	*[10] 60%	*[5] 60%
d) 13 - 18 years	5	*[3] 33.3%	*[2] 50%
e) 19 - 24 years	11	*[9] 44%	*[2] 0%
f) 25 + years	11	*[10] 40%	*[1] 0%
non-responses (0.8%)	2		

*** represents the number of participants at the sample sites**

4.4.2 Age and Sunday Shopping by Sample Site

In analyzing the effect of age with respect to Sunday shopping no correlation in the age category between 24 and 35 years was apparent. (see breakdown of table 4.2) Yet, at Centre Mall 61% of the participants in the said age category were in favour of Sunday shopping while only 39% of the participants of the same age category at Jackson Square were in favour. (see breakdown of table 4.8) Therefore, in terms of the age

group of those surveyed and whether they had children (from the ages between 24 and 35 years with children under the age of 5 years) there was a positive response towards Sunday shopping. Further to this the occupation variable shows 90% of domestic engineers at Centre Mall were in favour of Sunday shopping.

Table 4.8

% FAVOURING SUNDAY SHOPPING AGAINST AGE: A COMPARISON BETWEEN JACKSON SQUARE AND CENTRE MALL				
AGE	SAMPLE	JACKSON SQUARE	CENTRE MALL	OVERALL
a) below 18 years	16	[14] 36%	[2] 50%	37.5%
b) 18 - 23 years	104	[68] 54%	[36] 47%	51.9%
c) 24 - 35 years	81	[55] 39%	[25] 61%	50.6%
d) 36 - 44 years	15	[11] 73%	[4] 75%	3.3%
e) 45 - 64 years	23	[15] 47%	[7] 51%	47.8%
f) 65 + years	2	[2] 50%	N/A	50%
non-responses 1.6%	2			

4.4.3 Occupation and Sunday Shopping by Sample Site

With the other categories of occupation the results varied. (see table 4.8) Under the category of blue collar workers the regular analysis does not show a strong relationship favourable towards Sunday shopping. The occupation category blue collar

included all steel workers, factory workers, construction workers and maintenance workers. At Centre Mall 75% of blue collar workers were in favour of Sunday shopping, when at Jackson Square only 56% were in favour. When the two sites responses were combined one decreased the significance of the other. Thus results were skewed. Another noted difference under the occupation variable which prevails throughout this cross analysis is that 78% employed in office job occupation from Centre Mall favoured Sunday shopping where as 49% at Jackson Square favoured it. Once again a combination of responses from both sites skews the results.

Table 4.9

% FAVOURING SUNDAY SHOPPING AGAINST OCCUPATION: A COMPARISON BETWEEN JACKSON SQUARE AND CENTRE MALL			
OCCUPATION CATEGORIES	OVERALL	JACKSON SQUARE	CENTRE MALL
a) Professional	50%	[10] 50%	[10] 50%
b) Clerical work	54.3%	[37] 49%	[9] 78%
c) Tradesmen	63.6%	[18] 72%	[4] 25%
d) Retail mall/grocery	16.7%	[33] 15%	[15] 20%
e) Blue Collar	61.5%	[9] 55%	[4] 75%
f) Restaurant	77.7%	[4] 75%	[5] 80%
g) Domestic Engineer	83.3%	[7] 71%	[11] 90%
h) Students	58%	[35] 60%	[15] 53%
non-responses 7%			

Note: [] represents the number of participants in the occupation category by sample site

4.5 SECTORS OF RETAIL BUSINESS ON SUNDAY

The following analysis examines the types of shopping consumers favour on Sunday. The purpose of this analysis is to determine if it is a particular sector of retail business on Sunday that interests consumers in Hamilton. It must be noted that surveying was completed at the time the Supreme Court of Ontario struck down the **Retail Business Holidays Act**, stating that the Act is constitutionally invalid and has "no cause or effect". As a result, retail stores were open on Sundays.

4.5.1 The Type of Shopping on Sunday

Of the 243 subjects surveyed approximately 51% stated that they went grocery shopping on Sunday. Of these individuals, 70% favoured Sunday shopping. As for the other 8 types of shopping; leisure, hardware, houseware (linens/pots/dishes), houseware (TV/stereo/appliances), gardening, clothing, drug store, window and others less than 20% engaged in each of these types of shopping activities when they were available (see table 4.10).

Table 4.10

% ENGAGED IN THE DIFFERENT SHOPPING TYPES ON SUNDAY		
TYPES	SAMPLE	%
a) Grocery (supermarket)	125	51.4%
b) Leisure (sporting/records)	49	20%
c) Hardware	21	8.6%
d) Houseware (linens/pots/dishes)	13	5.3%
e) Houseware (TV/stereo/appliances)	14	5.8%
f) Gardening	25	10.3%
g) Clothing	42	17.3%
h) Drug Store	65	26.7%
i) Window	11	4.5%
j) Others	48	19.8%

4.5.2 Scaling the Importance of the Various Shopping Types on Sunday

To develop a clearer response to the type of shopping consumers favour on Sunday, question 2 of the questionnaire asked participants to scale the importance of the various shopping types on Sunday on a scale from 1 to 5, where number 1 represented "not important" on Sunday and number 5 represented "very important".

The scaling of the importance of various shopping types on Sunday produced results in line with the usage levels of those shopping types on Sunday previously discussed in comparison to the actual types of Sunday shopping consumers engaged in

(see table 4.11. Over 80% of the participants ranked leisure, hardware, houseware (linens/pots/dishes), houseware (TV/stereo/appliances), gardening, clothing, window and other shopping types as not being "not important" on Sunday. Approximately 42% (103 participants) ranked grocery shopping as being "very important" on Sunday (same scale as above). Of the 103 participants who scaled grocery shopping "important" and "very important", 78% of them favoured Sunday shopping. Drug store was the only other shopping type which was seen as being important on Sunday. With this shopping type 131 participants (54%) ranked drug store shopping as "important" and "very important".

Table 4.11

SCALING THE VARIOUS SHOPPING TYPES ON SUNDAY					
SHOPPING TYPES	1	2	3	4	5
a) Grocery	23%	11%	16%	5%	41%
b) Leisure (sporting/ records)	67%	10%	12%	3%	4%
c) Hardware	73%	9.5%	7%	2%	4%
d) Houseware (linens/ pots/dishes)	80%	5%	7%	2%	1%
e) Houseware (TV/ stereo/appliances)	78%	8%	5%	1%	2%
f) Gardening	66%	9%	1%	3%	5%
g) Clothing	56%	10%	15%	5%	10%
h) Drug Store	22%	6%	15%	15%	39%
i) Window	65%	8%	12%	5%	6%

[number 1 = not important number 2 = less important, number 3 = somewhat important number 4 = important, number 5 = very important]

4.5.3 Retail Centres on Sunday

Participants were asked one further question in an attempt to clearly identify the retail centres which should be open on Sunday. Question 16 of the questionnaire asked participants to identify the types of retail centres which definitely should be open on Sunday. Participants were given the following list: supermarkets, convenience stores,

drug stores, specialized stand-alone stores (The Brick), strip plazas, shopping malls and a combination of the above shopping centres. A total of 195 participants (80%) believed drug stores should be open on Sunday whilst well 149 (61%) believed supermarkets should be open on Sunday.

4.6 Advantages and Disadvantages to Sunday Shopping

In addressing the question of the advantages/disadvantages to Sunday shopping, participants were given 5 benefits of Sunday shopping and asked to rank them relative to each other using a scale from 1 to 5. The benefits and an example ranking is as follows;

- | | | |
|----|------------------------------------|---|
| a) | Convenience | 1 |
| b) | More employment created | 3 |
| c) | Being able to shop with the family | 5 |
| d) | Shopping as a leisure activity | 4 |
| e) | Stores are less crowded | 2 |

A ranking scale (not important - very important) from number 1 to number 5 where number 1 was "not important" and number 5 was "very important" was used. A total of 88 (36%) participants stated that convenience was the most beneficial factor of Sunday shopping. Surveyed consumers showed mixed feelings towards the other benefits of Sunday shopping. None of these factors seemed to be that important to consumers (see table 4.12).

Table 4.12

RANKING THE ADVANTAGES OF SUNDAY SHOPPING					
ADVANTAGES	1	2	3	4	5
a) Convenience	20%	7%	17%	12%	36%
b) More employment created	22%	10%	17%	16%	23%
c) Being able to shop with family	41%	15%	14%	6%	11%
d) Shopping as a leisure activity	40%	19%	10%	9%	10%
e) Stores are less crowded	34%	14%	19%	8.6%	14%

[number 1 = not important, number 2 = less important, number 3 = somewhat important, number 4 = important, number 5 = very important]

The disadvantages of Sunday shopping were also studied. Participants were given 5 disadvantages of Sunday shopping and asked to rank them relative to each other using a scale from 1 to 5. The disadvantages and an example ranking is as follows:

- a) Reduced service level 2
- b) Having to work on Sundays 5
- c) Increase in business overhead expense 3
- d) Discriminates certain religious groups 1
- e) Added pressure to owner operated business 4

A total of 115 (47%) surveyed consumers ranked "having to work on Sundays" as the greatest disadvantage to Sunday shopping (see table 4.13). In total 34% of the surveyed participants were employed in retail business (grocery/mall) and worked on Sundays.

Thus, this reflects retail workers in the survey but also an awareness of the issue among others. None of the other disadvantages seemed to be that important to consumers.

Table 4.13

RANKING THE DISADVANTAGES OF SUNDAY SHOPPING					
DISADVANTAGES	1	2	3	4	5
a) Reduced service level	30%	18%	19%	9%	18%
b) Having to work on Sundays	17%	7%	8%	12%	47%
c) Increase in business overhead expense	21%	14%	19%	16%	21%
d) Discriminated certain religious groups	36%	21%	12%	11%	5%
e) Added pressure to owner operated business	34%	14%	19%	8.6%	14%

[number 1 = not important, number 2 = less important, number 3 = some what important, number 4 = important, number 5 = very important]

4.7 LEGISLATION ON SUNDAY SHOPPING

Legislating on Sunday shopping has been very difficult for the provincial government of Ontario. Under the Liberal government, an announcement was made when to pass the responsibility for legislating on to the municipalities. Now under the New Democratic government and with the March 1991 Ontario Court of Appeal upholding of **The Retail Business Holidays Act** it is not known how this matter of Sunday shopping will be dealt with.

Approximately 57% of the Hamilton participants surveyed had some knowledge about Sunday shopping legislation. As well 36% of the participants felt store owners should decide whether retailers open on Sunday or not, whilst than 10% of the 243 surveyed felt the decision to open on Sunday should be left to the federal, provincial or municipal governments (see table 4.14).

Table 4.14

DECISION MAKERS OF SUNDAY SHOPPING		
OPTIONS	SAMPLE	RESPONSE
a) Federal Government	15	6.1%
b) Provincial Government	21	8.6%
c) Municipal Government	12	4.9%
d) Public Opinion	70	28.8%
e) Store Owners	88	36.2%
f) Employees	30	12.3%
g) Nobody	5	2.1%
non-responses		0.8%

Participants were also given the following list of closing options stores that stores might be allowed to follow:

- a) Be open 7 days a week
- b) Close one half day a week
- c) Close for half a day twice a week
- d) Close for more than one day a week
- e) More frequent closings than above

The 243 participants displayed mixed feelings to the closing options. 63% surveyed favoured closing at least one day a week (options (b) and (e) in table). Of those who favoured closing one day a week 52% favoured closing any day and 48% favoured closing Sunday. This opinion relates to the finding that 49% of the consumers were against Sunday shopping. this suggests consumers favour noticing that retailers need one day off in a week and that could be Sunday.

5.0 CONCLUSIONS

In summary, the analysis results lead to a number of conclusions. There was a split attitude towards Sunday shopping by the 243 subjects interviewed, with 51% of the surveyed Hamilton consumers being in favour of Sunday shopping while 49% were not. In testing the demographic variables in comparison to the attitude towards Sunday shopping, there was no clear correlation with marital status, presence/absence of children in the family, sex and the most frequent mode of transportation used for shopping. The respondents with the most positive attitude towards Sunday shopping could be characterized as: between the ages of 36 and 44 years; employed in the occupation categories:

domestic engineers
restaurant

and having a household income of \$20,000 between \$25,000 per year Respondents with a definite negative attitude towards Sunday shopping were those employed in the retail sector (grocery or mall). The analysis also showed that religion does not affect consumers positive or negative attitude towards Sunday shopping.

By comparing the attitudes towards towards Sunday shopping across the two different sample sites (Jackson Square and Centre Mall)in comparison to the sample site (Jackson Square and Centre Mall) the participants were surveyed at brought forth further characteristics of the demographic variables associated with attitudes towards Sunday shopping. The significance of this analysis lies in the fact that the clientele at Jackson Square and Centre Mall probably represent two different types of shoppers. A more

favourable attitude towards Sunday shopping by individuals surveyed at Centre Mall were characterized as participants having children (0 to 5 years) between the ages of 24 and 35 years and being employed in the following occupation categories:

clerical work
domestic engineer

Individuals surveyed at Jackson Square whose occupation was under the category blue collar also showed a more favourable attitude towards Sunday shopping.

The thesis analysis also indicated that there was a particular type of shopping consumers favoured and supported on Sundays. Approximately 70% of the 243 participants engaged in grocery shopping on Sunday when it was available to them. Furthermore 61% stated supermarkets only should be open on Sundays.

The final stage of the thesis analysis focused on the Hamilton consumers attitude to Sunday shopping legislation. Less than 10% of the participants felt the three levels of government (federal, provincial, municipal) should be the decision makers of Sunday shopping legislation. As well 62% of the participants believed that stores should close for at least one day in a week.

Overall, findings of this thesis help illustrate the reason why Sunday shopping has become such a controversial issue as the consumers demonstrate a wide range of opinions on the Sunday shopping issue.

APPENDIX A

A.1 FINAL QUESTIONNAIRE:
CONSUMER ATTITUDES TO SUNDAY SHOPPING

A.2 PRETESTING QUESTIONNAIRE:
CONSUMER ATTITUDES TO SUNDAY SHOPPING

Hello, I am a fourth year McMaster University Student. As part of my studies I am conducting a research survey about Sunday Shopping. This survey is not being done on behalf of any retailing firm or government office. Would you please participate in this survey, it will only take a minute of your time.

1. What type of shopping do you do on Sunday?

- a. Grocery (supermarket) _____
- b. Leisure (sporting/records) _____
- c. Hardware _____
- d. Houseware (linens/pots/dishes) _____
- e. Houseware (TV/stereo/appliances) _____
- f. Gardening _____
- g. Clothing (specify) _____
- h. Drug Store _____
- i. Window Shopping _____
- j. Other (specify) _____
- k. None _____

2. On a scale from 1 to 5, where 1 is not important and 5 is very important, how important are the following types of shopping to you on Sunday?

	Not Important				Very Important
Grocery (supermarket)	1	2	3	4	5
Leisure (sporting/records)	1	2	3	4	5
Hardware	1	2	3	4	5
Houseware (linens/pots/dishes)	1	2	3	4	5
Houseware (TV/stereo/appliances)	1	2	3	4	5
Gardening	1	2	3	4	5
Clothing	1	2	3	4	5
Drug Store	1	2	3	4	5
Window	1	2	3	4	5

3. Rank the following where 1 is not important and 5 is most important as the benefits to Sunday shopping?

- a. Convenience _____
- b. More employment created _____
- c. Being able to shop with family _____
- d. Shopping as a leisure activity _____
- e. Stores are less crowded _____

4. Rank the following where 1 is not important and 5 is most important as the disadvantages to Sunday shopping?

- a. Reduced service level _____
- b. Having to work on Sundays _____
- c. Increase in business overhead expense _____
- d. Discriminates certain religious groups _____
- e. Added pressure to owner operated business _____

5. Does any member of your household work on Sunday's?

2

Yes _____
No _____

If yes -- What is their occupation?

6. Prior to the recent ruling on Sunday Shopping did anyone in your household work on Sunday's?

Yes _____
No _____

If yes -- What is their occupation?

7. If in general you do not shop on Sunday is there a specific reason why not?

___ Shop
___ Do not shop

- a. Religion _____
- b. Employment _____
- c. Sunday a Day of Rest _____
- d. Other (specify) _____
- e. No specific reason _____

8. In general what mode of transportation are you **most** likely to use for shopping?

- a. Car _____
- b. Bus _____
- c. Bicycle _____
- d. Taxi _____
- e. Walk _____

9. Do you go to a place of religious worship on Sunday?

- Yes _____
- No _____

10. How familiar are you with the current legislation on Sunday Shopping?

- a. completely informed _____
- b. to some extent informed _____
- c. not well informed _____
- d. not interested _____

11. Are you in favour of Sunday Shopping?

- Yes _____
- No _____

12. Do you think retail employees should opt out of working on Sunday or should Sunday be treated like any other day?

13. Who should make the decision whether retailers open on Sunday?

- a. Federal Government _____
- b. Provincial Government _____
- c. Municipal Governments _____
- d. Public Opinion _____
- e. Store Owners _____
- f. Employees _____
- g. Nobody _____

14. Which one of the following closing options do you think stores should follow?

- a. Be open 7 days a week _____
- b. Close one day a week _____
- c. Close for half a day twice a week _____
- d. Close for more than one day a week _____
- e. Close on Sunday _____
- f. More frequent closings than above _____

15. Of the following store types which do you think should definitely be open on Sunday?

- a. Grocery (supermarkets) _____
- b. Leisure (sporting/records) _____
- c. Hardware _____
- d. Houseware (linens/pots/dishes) _____
- e. Houseware (TV/stereo/appliances) _____
- f. Gardening _____
- g. Clothing (specify) _____
- h. Drug Store _____
- i. Window Shopping _____
- j. Other (specify) _____

16. Of the following types of retail centres which would you shop at on Sunday?

- a. Supermarkets Only _____
- b. Convenience Stores Only _____
- c. Drug Stores Only _____
- d. Specialized Stand-Alone Stores (The Brick) _____
- e. Strip Plazas _____
- f. Shopping Malls _____
- g. Combination of the above _____

For statistical reasons we require some additional information.

17. Which age category do you fit into?

- a. below 18 years _____
- b. 18 - 23 years _____
- c. 24 - 35 years _____
- d. 36 - 44 years _____
- e. 45 - 64 years _____
- f. 65 + years _____

18. What is your marital status?

- a. single _____
- b. married _____
- c. divorced _____
- d. widowed _____

19. What is your occupation?

20. What is your postal code? _____

21. Do you have any children?

- Yes _____
- No _____

If yes -- What is their age and sex?

22. What is your practising religion?

23. What letter best describes your total household income?

- a. 10,000 - 20,000 _____
- b. 20,000 - 25,000 _____
- c. 25,000 - 30,000 _____
- d. 30,000 - 35,000 _____
- e. 35,000 - 40,000 _____
- f. 40,000 - 50,000 _____
- g. 50,000 and up _____

Male _____ Female _____

Thank you for your time.

Hello, I am a fourth year McMaster University Student. As part of my studies I am conducting a research survey about Sunday Shopping. This survey is not b8eing done on behalf of any retailing firm or government office. Would you please participate in this survey, it will only take a minute of your time.

1. What type of shopping do you do on Sunday?

- a. Grocery (supermarket) _____
- b. Leisure (sporting/records) _____
- c. Hardware _____
- d. Houseware (linens/pots/dishes) _____
- e. Houseware (TV/stereo/appliances) _____
- f. Gardening _____
- g. Clothing (specify) _____
- h. Drug Store _____
- i. Window Shopping _____
- j. Other (specify) _____
- k. None _____

2. On a scale from 1 to 5, where 1 is not important and 5 is very important, how important are the following types of shopping to you on Sunday?

	Not Important				Very Important
Grocery (supermarket)	1	2	3	4	5
Leisure (sporting/records)	1	2	3	4	5
Hardware	1	2	3	4	5
Houseware (linens/pots/dishes)	1	2	3	4	5
Houseware (TV/stereo/appliances)	1	2	3	4	5
Gardening	1	2	3	4	5
Clothing	1	2	3	4	5
Drug Store	1	2	3	4	5
Window	1	2	3	4	5

3. Rank the following where 1 is not important and 5 is most important as the benefits to Sunday shopping?

- a. Convenience _____
- b. More employment created _____
- c. Being able to shop with family _____
- d. Shopping as a leisure activity _____
- e. Stores are less crowded _____

4. Rank the following where 1 is not important and 5 is most important as the disadvantages to Sunday shopping?

- a. Reduced service level _____
- b. Having to work on Sundays _____
- c. Increase in business overhead expense _____
- d. Discriminates certain religious groups _____
- e. Added pressure to owner operated business _____

5. Does any member of your household work on Sunday's?

Yes _____
No _____

If yes -- What is their occupation?

6. Prior to the recent ruling on Sunday Shopping did anyone in your household work on Sunday's?

Yes _____
No _____

If yes -- What is their occupation?

7. If you do not shop on Sunday is there a specific reason why not?

- a. Religion _____
- b. Employment _____
- c. Sunday a Day of Rest _____
- d. Other (specify) _____
- e. No specific reason _____

8. On which day and at what time are you **most** likely to do the following types of shopping and what mode of transportation would you use?

	<u>Day</u>	<u>Time</u>	<u>Mode of Transportation</u>
Grocery	_____	_____	_____
Leisure (sporting)	_____	_____	_____
Hardware	_____	_____	_____
Houseware (linens/pots/dishes)	_____	_____	_____
Houseware (TV/stereo/appliances)	_____	_____	_____
Gardening	_____	_____	_____
Clothing	_____	_____	_____
Window	_____	_____	_____
Other (specify)	_____	_____	_____

9. Do you go to a place of religious worship on Sunday?

Yes _____
No _____

10. How familiar are you with the current legislation on Sunday Shopping?

a. completely informed _____
b. to some extent informed _____
c. not well informed _____
d. not interested _____

11. Are you in favour of Sunday Shopping?

Yes _____
No _____

12. Do you think retail employees should opt out of working on Sunday or should Sunday be treated like any other day?

13. Who should make the decision whether retailers open on Sunday?

- a. Federal Government _____
- b. Provincial Government _____
- c. Municipal Governments _____
- d. Public Opinion _____
- e. Store Owners _____
- f. Employees _____
- g. Nobody _____

14. Which one of the following closing options do you think stores should follow?

- a. Be open 7 days a week _____
- b. Close one day a week _____
- c. Close for half a day twice a week _____
- d. Close for more than one day a week _____
- e. Close on Sunday _____
- f. More frequent closings than above _____

15. Of the following store types which do you think should definitely be open on Sunday?

- a. Grocery (supermarkets) _____
- b. Leisure (sporting/records) _____
- c. Hardware _____
- d. Houseware (linens/pots/dishes) _____
- e. Houseware (TV/stereo/appliances) _____
- f. Gardening _____
- g. Clothing (specify) _____
- h. Drug Store _____
- i. Window Shopping _____
- j. Other (specify) _____

For statistical reasons we require some additional information.

17. Which age category do you fit into?

- a. below 18 years _____
- b. 18 - 23 years _____
- c. 24 - 35 years _____
- d. 36 - 44 years _____
- e. 45 - 64 years _____
- f. 65 + years _____

18. What is your marital status?

- a. single _____
- b. married _____
- c. divorced _____
- d. widowed _____

19. What is your occupation?

20. What is your postal code? _____

21. Do you have any children?

- Yes _____
- No _____

If yes -- What is their age and sex?

22. What is your practising religion?

23. What letter best describes your total household income?

- a. 10,000 - 20,000 _____
- b. 20,000 - 25,000 _____
- c. 25,000 - 30,000 _____
- d. 30,000 - 35,000 _____
- e. 35,000 - 40,000 _____
- f. 40,000 - 50,000 _____
- g. 50,000 and up _____

Male _____ Female _____

Thank you for your time.

APPENDIX B

B.1 STRUCTURE OF THE STATISTICAL VARIABLES OF THE QUESTIONNAIRE

The statistical variables obtained from the questionnaires contain data about the demographics, religion and employment status of the 243 participants in the survey. With certain questions participants were given the level of choices and with others (eg. religion) they were assigned classes.

(1) The **age** variable had seven levels corresponding to the following age classes:

1	age below 18 years
2	18 - 23 years
3	24 - 35 years
4	36 - 44 years
5	45 - 64 years
6	65+ years
9	question unanswered or not applicable

(2) The **marital status** variable had five levels corresponding to the following marital status classes:

1	single
2	married
3	divorced
4	widowed
9	question unanswered or not applicable

(3) The **occupation** variable which attempted to indicate employment status had nine levels corresponding to the following occupation categories:

1	Professional (doctor, lawyer, teacher, accountant, nurse)
2	Clerical Work (banking, office management, secretarial, broker)
3	Tradesmen
4	Retail Mall/Grocery
5	Blue Collar
6	Restaurant
7	Domestic Engineer
8	Student
9	question unanswered or not applicable

(4) The family size variable had three levels:

1	had children
2	no children
9	question unanswered or not applicable

If responded (1) had children; the age variable of the children had eight levels:

1	new born - 2 years
2	3 - 5 years
3	6 - 12 years
4	13 -18 years
5	18 - 24 years
6	25 + years
8	no children

(5) The **religion** variable had 8 levels;

1	Roman Catholic
2	United
3	Presbyterian
4	Lutheran
5	Orthodox
6	Jewish
7	All others
8	None
9	question unanswered or not applicable

(6) The **income** variable had seven levels corresponding to the following income classes:

1	\$10,000 - \$20,000 per year
2	\$20,000 - \$25,000
3	\$25,000 - \$30,000
4	\$30,000 - \$35,000
5	\$35,000 - \$40,000
6	\$40,000 - \$50,000
7	\$50,000 and up
9	question unanswered or not applicable

(7) The **mode of transportation used for shopping** variable had six levels:

1	Car
2	Bus
3	Bicycle
4	Taxi
5	Walk
9	question unanswered or not applicable

(8) The **sex** variable had three levels corresponding to the following sex classes:

1	Male
2	Female
9	question unanswered or not applicable

B.2 STRUCTURE OF THE QUESTIONNAIRE DATA FILES

The questionnaire was discussed in Section 3.2. Each participant represents a row in the spreadsheet while the responses to the questionnaire represent the columns. As stated in Section 3.2 the questionnaire was two fold: part one was comprised of questions pertaining to Sunday shopping issues such as beliefs, attitudes, shopping types and legislation, the second section addressed the demographics, employment status and religion of each participant. Therefore each row of the spreadsheet represents one record on each participant and their responses to the questionnaire. The following is a list of all the variables in each row, along with their valid range of values and their format structure which correspond to each question of the questionnaire (Appendix A).

Question	Columns	Variable	Range	Coding
-	1	Test Site	1 - 2	1 = Jackson Square 2 = Centre Mall
-	2	Day Surveyed	1 - 6	1 = Monday 2 = Tuesday 3 = Wednesday 4 = Thursday 5 = Friday 6 = Sunday
-	3	Time Surveyed	1 - 3	1 = 11:30-1:30 2 = 5:30-7:30 3 = 1:00-3:00
5	4	Household Employment on Sunday	1-2;9	1 = Yes 2 = No 9 = no response
	5	Occupation	1-9	1 = Professional 2 = Clerical Work 3 = Tradesmen 4 = Retail Mall/Grocery 5 = Blue Collar 6 = Restaurant 7 = Domestic Engineer 8 = Student 9 = no response
6	6	Prior to ruling Sunday Employment	1-2;9	1 = Yes 2 = No 9 = no response
7	7	Why people do shop on Sunday	1-5;9	1 = Religion 2 = Employment 3 = Sunday 4 = Other 5 = No Reason 9 = no response
8	8	Mode of Transportation for shopping	1-5;9	1 = Car 2 = Bus 3 = Bicycle 4 = Taxi 5 = Walk 9 = no response

Question	Columns	Variable	Range	Coding
9	9	go to church	1-2;9	1 = Yes 2 = No
10	10	familiarity to Sunday shopping legislation	1-4;9	1 = completely informed 2 = to some extent informed 3 = not well informed 4 = not interested 9 = no response
11	11	Attitude towards Sunday shopping	1-2;9	1 = favour Sunday shopping 2 = against Sunday shopping 9 = no response
12	12	Employees and Sunday shopping	1-2;9	1 = employees should opt out of working on Sundays 2 = Sunday should be treated like any other day 9 = no response
13	13	Decision Makers	1-7;9	1 = federal government 2 = provincial government 3 = municipal governments 4 = public opinion 5 = store owners 6 = employees 7 = nobody 9 = no response
14	14	Closing Options	1-6;9	1 = be open 7 days a week 2 = close one day a week 3 = close for half a day twice a week 4 = close for more than one day a week 5 = close on Sunday 6 = more frequent closing than 1 - 5 9 = no response
17	15	Age	1-6;9	1 = below 18 years 2 = 18 - 23 years 3 = 24 - 35 years 4 = 36 - 44 years 5 = 45 - 64 years 6 = 65 + years 9 = no response

Question	Columns	Variable	Range	Coding
18	16	Marital Status	1-4;9	1 = single 2 = married 3 = divorced 4 = widowed 9 = no response
19	17	Occupation	1-9	1 = Professional 2 = Clerical Work 3 = Tradesmen 4 = Retail Mall/Grocery 5 = Blue Collar 6 = Restaurant 7 = Domestic Engineer 8 = Student 9 = no response
21	18	Family Size (children)	1-2;9	1 = yes 2 = no 9 = no response
	19	Sex of Children	1-3;8,9	1 = male 2 = female 3 = both 8 = no children 9 = no response
	20	Age of Children	1-6;8,9	1 = newborn - 2 years 2 = 3 - 5 years 3 = 6 - 12 years 4 = 13 - 18 years 5 = 19 - 24 years 6 = 25 + years 8 = no children 9 = no response
22	21	Religion	1-9	1 = Roman Catholic 2 = United 3 = Presbyterian 4 = Lutheran 5 = Orthodox 6 = Jewish 7 = others 8 = none 9 = no response

Question	Columns	Variable	Range	Coding
23	22	Income	1-7;9	1 = \$10,000 - \$20,000/year 2 = \$20,000 - \$25,000 3 = \$25,000 - \$30,000 4 = \$35,000 - \$40,000 5 = \$40,000 - \$50,000 6 = \$50,000 and up 9 = no response
-	23	Sex	1-2;9	1 = Male 2 = Female 9 = no response
1	24 - 34	Shopping types	0-1;9	0 = do not do this type of shopping on Sunday 1 = do this type of shopping on Sunday 9 = no response
		24 - Grocery 25 - Leisure 26 - Hardware 27 - Houseware (linens/pots/dishes) 28 - Houseware (TV/stereo/appliances) 29 - Gardening 30 - Clothing 31 - Drug Store 32 - Window 33 - Other 34 - None		
2	35 - 43	Ranking the importance of shopping types on Sunday	1-5;9	1 = not important 2 = less important 3 = some what important 4 = important 5 = very important 9 = no response
		35 - Grocery 36 - Leisure 37 - Hardware 38 - Houseware (linens/pots/dishes) 39 - Houseware (TV/stereo/appliances) 40 - Gardening 41 - Clothing 44 - Drug Store 45 - Window		
3	44 - 48	Ranking the benefits of Sunday shopping	1-5;9	1 = not important 2 = less important 3 = some what important 4 = important 5 = very important 9 = no response
		44 - Convenience 45 - More employment created 46 - Being able to shop with family 47 - Shopping as a leisure activity 48 - Stores are less crowded		

Question	Columns	Variable	Range	Coding
4	49 - 53	Ranking the disadvantages of Sunday shopping	1-5;9	1 = not important 2 = less important 3 = some what important 4 = important 5 = very important 9 = no response
		49 - Reduced service level 50 - Having to work on Sundays 51 - Increase in business overhead expense 52 - Discriminated certain religious groups 53 - Added pressure to owner operated business		
15	54 - 63	Types of shopping definitely open on Sundays	0,1;9	0 = not open Sundays 1 = definitely open Sundays 9 = no response
		54 - Grocery 55 - Leisure 56 - Hardware 57 - Houseware (linens/pots/dishes) 58 - Houseware (TV/stereo/appliances) 59 - Clothing 60 - Drug Store 61 - Window 62 - other		
16	68 - 70	Retail centres definitely open on Sundays	0-1;9	0 = not open on Sundays 1 = definitely open Sundays 9 = no response
		68 - Supermarkets only 69 - Convenience Stores Only 70 - Drug Stores Only 71 - Specialized Stand-Alone Stores (Brick) 72 - Strip Plazas 73 - Shopping Malls 74 - Combination		

APPENDIX C

Table 1

MODE OF TRANSPORTATION AND SUNDAY SHOPPING	
MODES	FAVOUR SUNDAY SHOPPING
Car	54%
Bus	43%
Bicycle	52%
Taxi	50%
Walk	50%
non-responses 0.8%	

Table 2

SEX AND SUNDAY SHOPPING	
CLASSES	FAVOUR SUNDAY SHOPPING
Male	51.5%
Female	50%
non-responses 3.3%	

Table 3

FAMILY SIZE AND SUNDAY SHOPPING	
CHILDREN	FAVOUR SUNDAY SHOPPING
Yes	57.8%
No	47.7%
non-responses 0.8%	

Table 4

MARITAL STATUS AND SUNDAY SHOPPING	
CLASSES	FAVOUR SUNDAY SHOPPING
Single	50%
Married	53%
Divorced	50%
Widowed	100%
non-responses 0.8%	

Table 5

MARITAL STATUS AND SUNDAY SHOPPING: A COMPARISON BETWEEN JACKSON SQUARE AND CENTRE MALL		
CLASSES	FAVOUR SUNDAY SHOPPING	
	JACKSON SQUARE	CENTRE MALL
Single	50.4%	47.7%
Married	42%	64%
Divorced	66%	60%
Widowed	100%	N/A
non-responses 0.8%		

Table 6

INCOME AND SUNDAY SHOPPING: A COMPARISON BETWEEN JACKSON SQUARE AND CENTRE MALL		
CLASSES	FAVOUR SUNDAY SHOPPING	
	JACKSON SQUARE	CENTRE MALL
a) \$10,000 - 20,000	48%	57%
b) \$20,000 - 25,000	64%	60%
c) \$25,000 - 30,000	57%	50%
d) \$30,000 - 35,000	60%	50%
e) \$35,000 - 40,000	44%	50%
f) \$40,000 - 50,000	44%	55%
g) \$50,000 and up	52.5%	54.5%
non-responses 16%		

Table 7

RELIGION AND SUNDAY SHOPPING: A COMPARISON BETWEEN JACKSON SQUARE AND CENTRE MALL		
CLASSES	FAVOUR SUNDAY SHOPPING	
	JACKSON SQUARE	CENTRE MALL
Roman Catholic	46%	63%
United	53%	36%
Presbyterian	38%	50%
Lutheran	50%	100%
Orthodox	100%	50%
Jewish	100%	N/A
Others	46%	40%
None	72%	52%
non-responses 16%		

Table 8

SEX AND SUNDAY SHOPPING: A COMPARISON BETWEEN JACKSON SQUARE AND CENTRE MALL		
CLASSES	FAVOUR SUNDAY SHOPPING	
	JACKSON SQUARE	CENTRE MALL
Male	50%	52%
Female	48%	55%
non-responses 3.3%		

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