

CITY OF MARTENSVILLE

RETAIL SERVICES SURVEY REPORT

November 2013

Introduction

Commercial development in Martensville is strong, and the City's population continues to grow. To better understand local trends in consumer behaviour, the City conducted a survey with local residents to determine their attitudes toward commercial development in Martensville, their shopping behaviours (within or outside of Martensville), their top choices for additional retail and service categories, and their expectations and desires regarding continued commercial development in Martensville.

The survey was conducted online and was publicized using the City's social media sites (Facebook and Twitter). Results being reported on were based on responses between October 29th 2013 and November 22nd.

Demographics

In total, 450 residents participated in the survey, the majority of which (just under 80%) were female.

About 37% of those who participated in the survey live in a household of four people; 24% live in a household of three people, and 21% have two people living in their household; 14% have two people living in their household. Only 2% are currently living in a one-person household.

Desire for Additional Retail Services & Importance of Commercial Development

Almost all residents who completed the survey (over 96%) would like to see additional retail services available in the community. About 2.5% are against additional services being available. Just over 1% expressed no preference either way.

About 95% of residents believe continued commercial development is important to the local economy. Just over 2.5% of residents don't feel commercial development is important and the remaining 2% indicated they weren't sure if it was important to the local economy.

Grocery Purchasing

In a typical month, just over 58% of residents purchase up to 25% of their groceries in Martensville. Almost 24% of residents do not make any grocery purchases locally. Only 13% of residents purchase between 26% and 50% of their groceries in Martensville.

Of those who purchase more than 25% of their grocery items outside of Martensville, the location where they most often make these purchases is at Costco (about 30%).

The top 5 other locations where residents purchase their grocery items are:

Safeway – Primrose Drive (13%)

Walmart – Preston Avenue (12%)

Extra Foods – 51st Street (11%)

Walmart – Betts Avenue (8.4%)

Sobeys – Preston Avenue (7%)

Residents who purchase less than 25% of their groceries outside of Martensville were asked the main reason why they choose to shop for their groceries elsewhere. The majority of residents (69%) indicate that the prices are better where they shop. About 23% say the selection is better where they shop. Another 6% say the quality is better where they shop. Very few residents (1.5%) say it is more convenient for them to shop for groceries outside of Martensville.

Over 87% of residents say they would do the majority of their grocery shopping in Martensville if there was a second local grocery store. And 89% of those said they would do between 50% and 100% of their shopping locally if there were a second local grocery store.

Clothing Purchasing

Very few residents make clothing purchases in Martensville. In a typical month, over 96% of residents purchase all of their clothing outside Martensville. Almost 24% of residents do not make any clothing purchases locally. Another 3% of residents purchase up to 25% of their clothing in Martensville.

Of those who purchase more than 25% of their clothing outside of Martensville, almost 79.5% say they purchase it at Saskatoon shopping malls or boutique stores. Over 19.5% say they purchase the majority of their clothing at Walmart. Very few residents purchase clothing at Target stores.

Household Supplies Purchasing

In a typical month, about 48% of residents purchase 25% or more of their household supplies like gasoline, yard supplies, etc. About ¼ of residents purchase between 26% and 50% of their household supplies in Martensville. Only 8% of residents make the majority of these purchases in Martensville.

Of those who purchase more than 25% of their household supplies, the majority (67.4%) purchase these items at Walmart. Another 14% go to Canadian Tire for these supplies, and 14% more residents make these purchases at the grocery store they most often shop at.

Department Stores

When given a choice of 3 major department stores residents would most like to see expand to Martensville, almost 72% said Wal-Mart. Another 16% said Canadian Tire. Almost 6% said they would most like to see a Target store in Martensville. Some residents (6%) say they don't want any major department stores to expand to Martensville.

Large Pharmacy Chains

Either a Shoppers Drug Mart or a London Drugs store would be welcome in Martensville according to 42% and 38% of residents who participated in the survey. However 17% said they would not want any additional large pharmacy chains in Martensville. Twenty-eight individuals provided comments on this question, almost all related to the new Pharmasave that recently opened in Martensville. They want to support the Pharmasave and don't feel an additional pharmacy is necessary.

Major Grocery Stores

When given a choice of 5 major grocery stores residents would you most like to see expand to Martensville, the number of one choice for a chain was Sobeys at 33%, followed by Co-op (22%), Safeway (18%), Real Canadian Superstore (17%), and Extra Foods (6%). Just less than 1.5% of residents say they do not want an additional major grocery store in Martensville.

Fast Food Franchises

Given a list of additional fast food franchises residents would most like to see expand to Martensville, the top choice was McDonalds at 45.5%. Pita Pit was favoured by 39.5% of residents. Wendy's and Kentucky Fried Chicken were each favoured by 22% of residents, followed by Burger King at 8%. A full 17% of residents do not want any additional fast food franchises to open in Martensville. Additional comments provided relate to the resident desires for healthier restaurant food options.

Family Restaurants

The top choices for family restaurants residents would like to see in Martensville are Boston Pizza (64%), and Montana's (44%). Denny's, Red Lobster and Tony Romas each received support from about 15% of residents.

Automobile Service/Supply Stores

A Canadian Tire store would be welcome by 88% of Martensville residents. A PartSource store is the top choice for expansion to Martensville by about 31% of

residents. Comments provided indicate other choices like a Home Depot, but others say they want to support the local businesses already operating in the community.

Auto Service Stations

Top choices for service stations include Co-op (55%), Shell (35%) and Canadian Tire (25%).

Recreation/Leisure Services

When given a list of recreation/leisure service facilities residents most want in Martensville, 70% say an indoor pool would their first choice. Other top choices include a movie theatre (67%), a Fun Centre (batting cages, climbing wall, mini-golf) at 57%, a bowling alley (47%), and a golf course (30%). Even though a second indoor skating rink was not included as an option, many of the comments received indicate a desire for a second indoor skating rink (arena) in the community.

Arts and Culture Venues

For arts and culture, live theatre is the top choice for residents (42%), however a full 40% say arts and culture venues are not needed in the community. A museum and art gallery were cited a number one choices for venues by 22% and 13% of residents.

Speciality Stores

When given a list of specialty stores residents would most like to see in Martensville, the top three choices were a Sports store like Sport Chek (64%), a bookstore (49%), and a children's specialty store (gifts/clothes) at 39%.

Hardware/Gardening Stores

Canadian Tire and Home Depot are preferred hardware and gardening stores for 33% and 31% of residents. Comments provided indicate there is no need for another hardware/gardening store as local businesses are providing these retail services already.

Convenience Stores

7-Eleven is the top choice of convenience store if one were to be built in Martensville (43%). Resident comments indicate there are already two convenience stores and a third one is not required.

Other Services

A dry cleaning store would be welcome in Martensville by 80% of residents, and 37% say a Laundromat is needed. Other notable ideas for other services residents provided included another car wash and additional banking services.

Health Services

Residents were asked to rank specific health services as ones they would like to access in the community. The top 5 ranked services were: Family Physician (rated number one by 66% of residents), ambulance services (16%), X-ray and Lab services (11%), dentist (1.98%), and massage (1.59%).

The majority of residents (77%) would support the City of Martensville offering incentives like tax reductions or start-up funding contributions, establishment grants, subsidies, recruitment support, to attract physicians and other medical service providers. Just over 16% said they weren't sure if they would support incentives. Only 6% said they wouldn't support incentives.

Of those who would not support, or were not sure if they would support the City offering incentives to attract health services to Martensville, 75 residents offered comments ranging from desire to continue supporting current local health care providers, to what the costs would be. The number of comments provided indicates the need to ensure residents have clear, concise information on what incentives would entail prior to implementing an incentive program.

Finally, residents were asked if they would change family physicians if there was one available in Martensville. About 53% said yes, 15% said no, and 30% said they weren't sure if they would change physicians. **Note: it is assumed that those who stated they would change physicians currently see a physician not located in Martensville.*