

THE SCHOOL OF RETAILING &

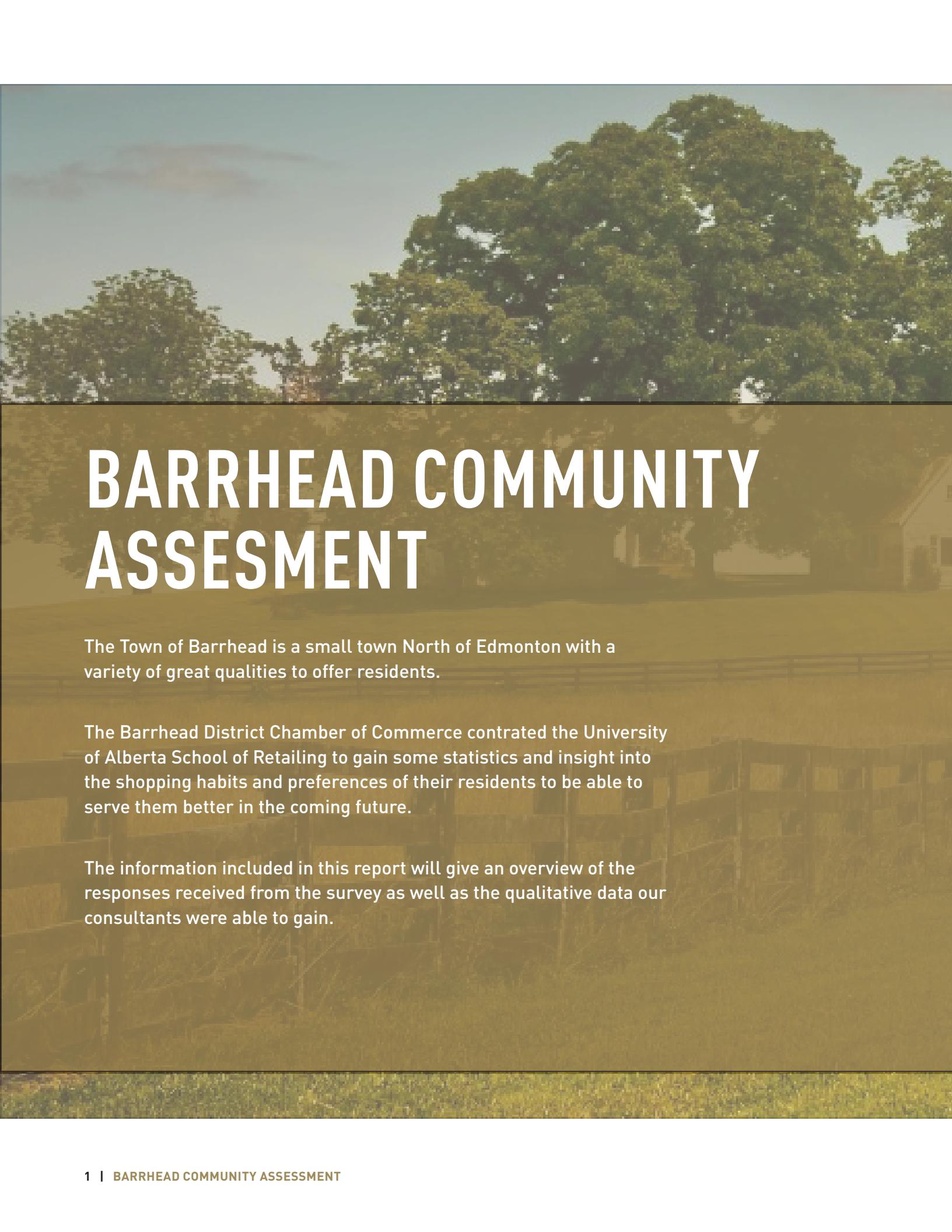
BARRHEAD DISTRICT CHAMBER OF COMMERCE

Submitted: August 2019

Prepared by: Alberta School of Business
School of Retailing



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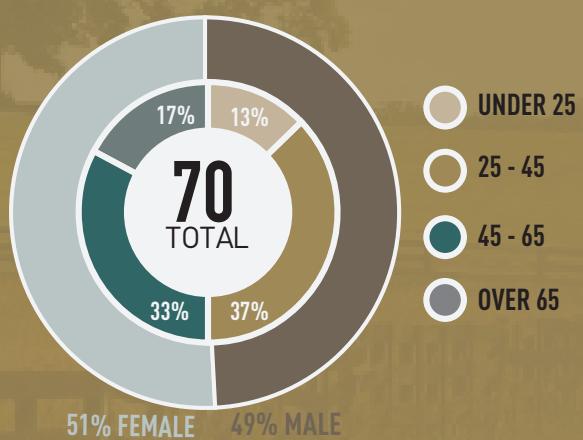
BARRHEAD COMMUNITY ASSESSMENT

The Town of Barrhead is a small town North of Edmonton with a variety of great qualities to offer residents.

The Barrhead District Chamber of Commerce contracted the University of Alberta School of Retailing to gain some statistics and insight into the shopping habits and preferences of their residents to be able to serve them better in the coming future.

The information included in this report will give an overview of the responses received from the survey as well as the qualitative data our consultants were able to gain.

DEMOGRAPHIC



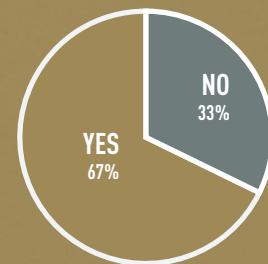
RESIDENCY



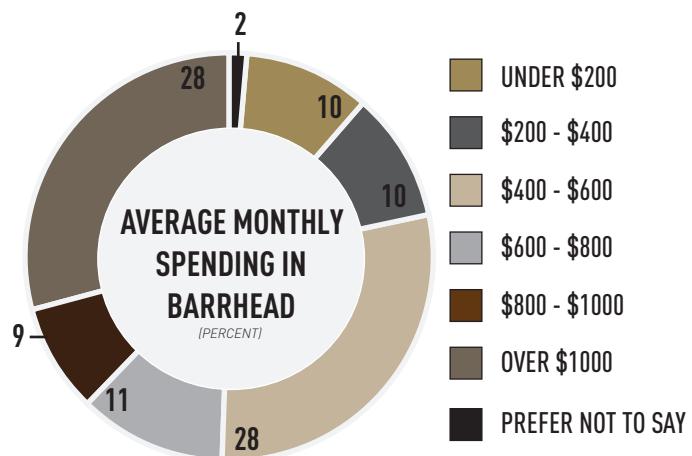
Of the total complete survey results of 70, the split between male and female participants was nearly an equal ratio. 70% of participants are between the working ages of 25-65 with those over 65 or under 25 representing 30% of the data. 54 participants have lived in the Barrhead community for more than 10 years- if not their whole life.

Participants under the age of 45 were asked if the Barrhead community had adequate daycare services. Of the 33% that said "No", complaints included comments about overcrowding and low overall quality of the centres.

DO YOU THINK THE COMMUNITY OFFERS GOOD DAYCARE? (35 RESPONSES)



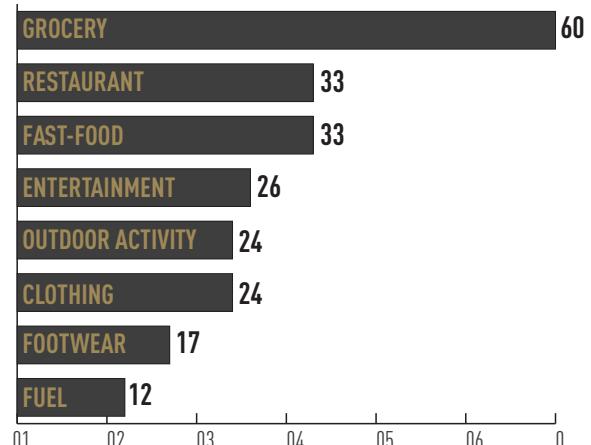
IN THE BARRHEAD COMMUNITY



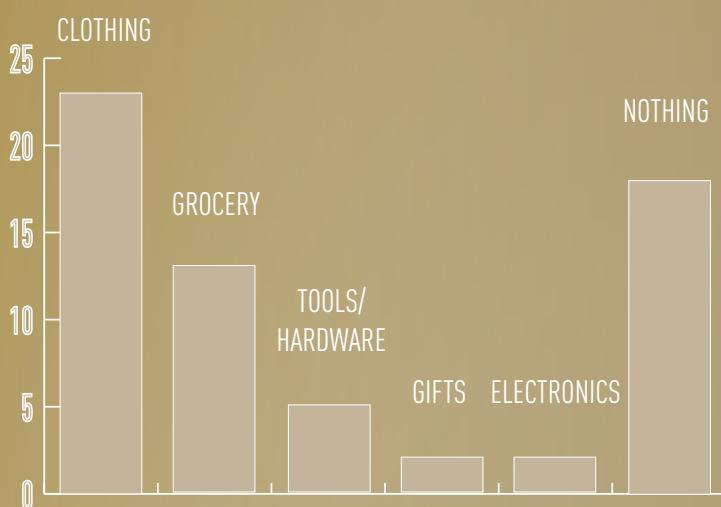
Key Takeaways:

- Half of those that answered spend over \$600 in Barrhead
- Almost all participants report that they buy groceries in the community (85.7%)
- Participants who chose the “Restaurant” category were also very likely to choose the “Fast-Food” category.

WHAT DO YOU PURCHASE IN THE COMMUNITY? (PARTICIPANTS)



WHAT DO YOU WISH YOU COULD PURCHASE IN THE COMMUNITY, BUT CAN'T?



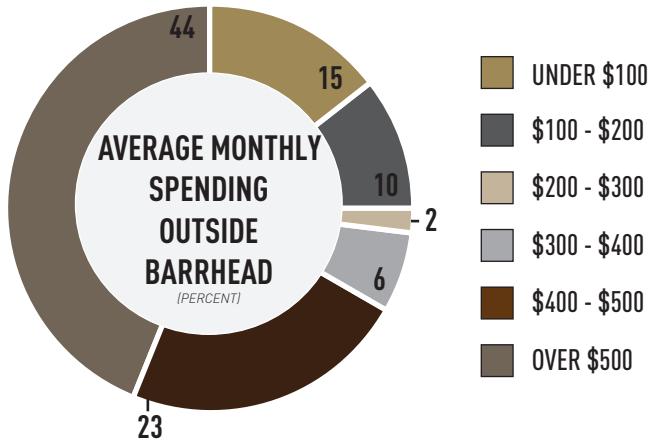
Data Explanation:

23 participants wish they were able to find more variety, more size selection and different styles of clothing in their community.

13 participants wish they were able to buy their groceries exclusively from the community, but leave for bulk products, organic goods, or cheaper prices in surrounding areas.

18 participants said they are pleased with the retail options in Barrhead as they are, and although they make purchases outside of the community, they aren't bothered by leaving to shop for certain items.

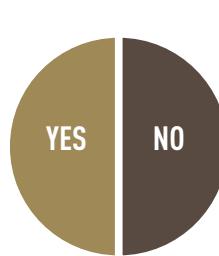
OUTSIDE THE BARRHEAD COMMUNITY



Key Takeaway:

- There is a significant gap between participants who spend a large amount of income (over \$400) outside of the community and the residents who spend little (under \$200) outside of the community.

ARE YOU A BUSINESS OWNER OR A FARMER?



What business purchases do you make outside of the community?

- Mechanical Parts or Tools - 11 residents
- Repair Services for Machinery - 5 residents
- Lumber - 2 residents
- Grain or Animal Feed - 2 residents
- Veterinary Services - 2 residents
- General Office Supplies - 2 residents

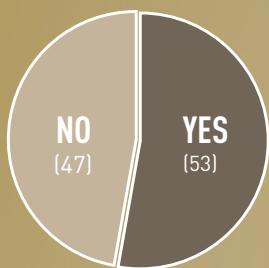
Key Takeaway:

- 50% of the survey participants either own a business or are a farmer. Most business purchases outside of the community have to do with farming machinery or repairs.

ONLINE SHOPPING

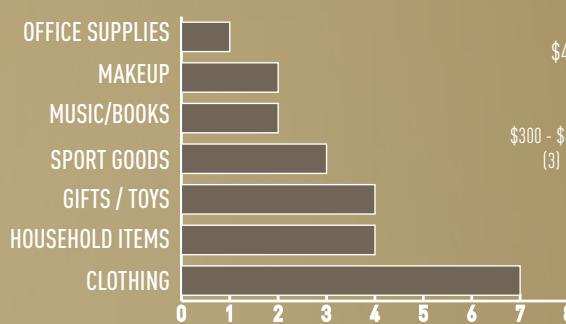
DO YOU SHOP ONLINE?

(PERCENT)



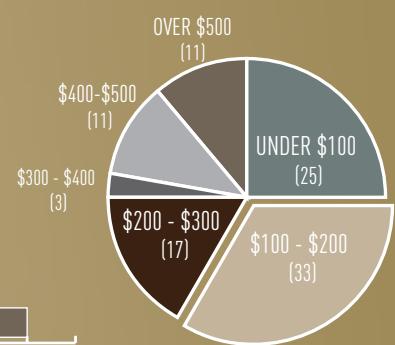
WHAT DO YOU BUY REGULARLY?

(PARTICIPANTS)



HOW MUCH DO YOU SPEND?

(PERCENT)





Is there a particular store or service that you would like to have at in your community?

DATA EXPLANATION AND PERSONAL EXPERIENCE:

Widespread data across businesses requested, but narrow focus on more clothing options varying from mid to lower-priced women's and children's fashion, young adult options, and athletic apparel. In my personal experience, I received most clothing comments from either single women or mothers and families. Mothers and families were most likely to comment about low price, discount women's and children's clothing, as well as large discount retailers (Winners, Walmart). Young women and teens were more likely to comment about athletic apparel (Lululemon, SportChek) and mid-range clothing options for young adults (Garage, Dynamite).

Other highly requested businesses, in order, included an Animal Feed Store, an Arcade or play area, a specialty gift store, a Canadian Tire, a full service gym, and improved entertainment options.

Key Takeaways

- Demand for mid to lower price-point fashion stores for females, children and young adults.
- Animal Feed store was the second largest segment and requested by working, farming individuals.

Which two restaurants would you like to have in your community?

DATA EXPLANATION AND PERSONAL EXPERIENCE:

The top two choices were overwhelmingly Boston Pizza and McDonalds. These two establishments are popular among families with young children as well as teenagers and young adults. The third choice, from adult residents, was a fine-dining option, which also appears later in the list with the sixth choice, The Keg. In my personal experience I also received a substantial amount of comments about increasing the service level of the existing restaurant establishments.

COUNT	ESTABLISHMENT
17	BOSTON PIZZA
16	MCDONALDS
7	FINE DINING
4	DAIRY QUEEN
4	FRESHII
3	THE KEG

Key Takeaways

- Majority of people would like to see a Boston Pizza or family-type, affordable restaurant.
- Desire for more low cost, fast food options
- Demand from the adult population for a fancier, fine dining option for dates, anniversary or celebration dinners.
- Desire for service improvements to existing dining and restaurant options.



Do you have any recommendations for local business owners?

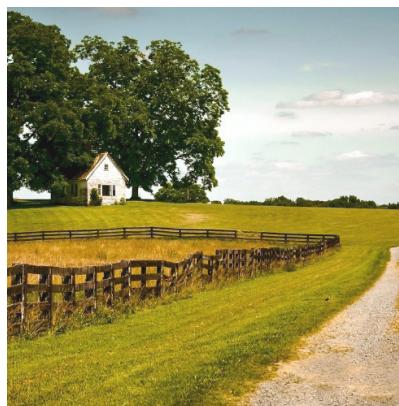
DATA EXPLANATION AND PERSONAL EXPERIENCE:

When asked to give advice for local business owners, the overwhelming response was to lower prices, become more cost competitive and offer more sales (40%). Most residents realize that lowering prices will ultimately put business owners in an impossible spot and they understand, however they do want to at see comparative pricing as to in neighboring communities. The second piece of advice gathered from the participants was for business owners to advertise and better communicate with their customers about promotions or products carried (25%). Thirdly, residents would like more selection in variety, and fourthly, better opening hours and improved service. In my personal experience, many residents understand they have to pay a premium price

for some goods living in a small town, however they would like a trade-off; better service than offered in the city for a premium price.

Key Takeaways

- Cost-competitive pricing
- More communication, better advertisement
- Improved hours and service level



What is your preferred vessel of communication?

Most Barrhead residents are moving towards receiving their news and information electronically either through social media forms such as Facebook or Instagram (53%), while others would like to receive an emailed or print newsletter (44%).



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ualberta.ca/business/centres/retailing