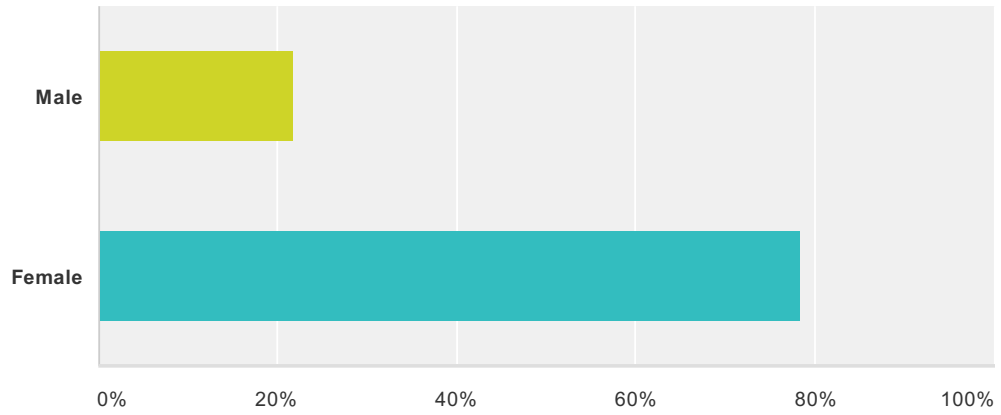


# Martensville Retail Survey 2013

## Q1 Are you:

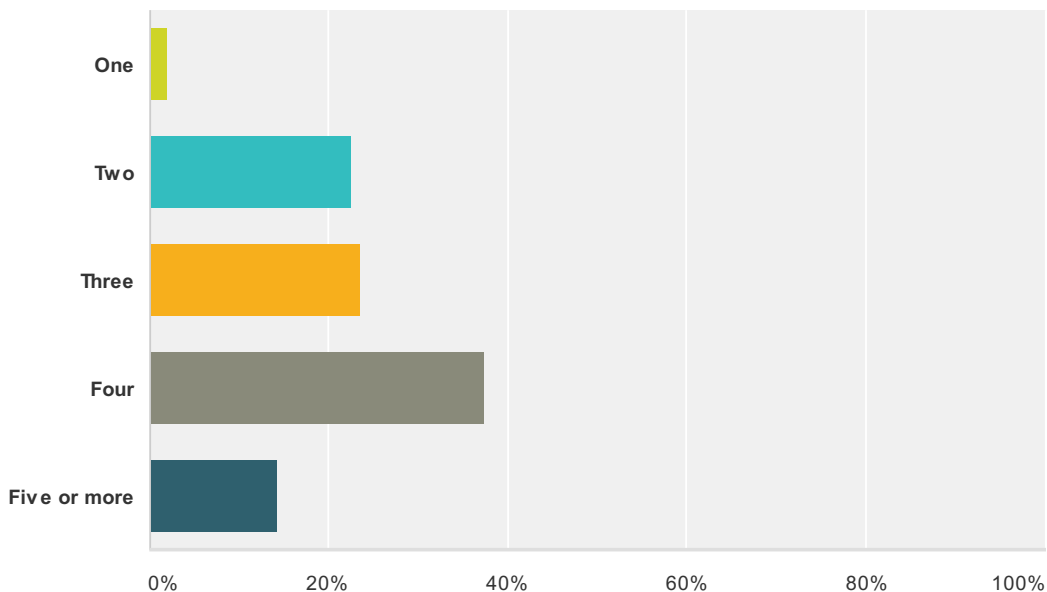
Answered: 470 Skipped: 10



Answer Choices	Responses
Male	21.70% 102
Female	78.30% 368
<b>Total</b>	<b>470</b>

### Q2 Including yourself, how many people live in your household?

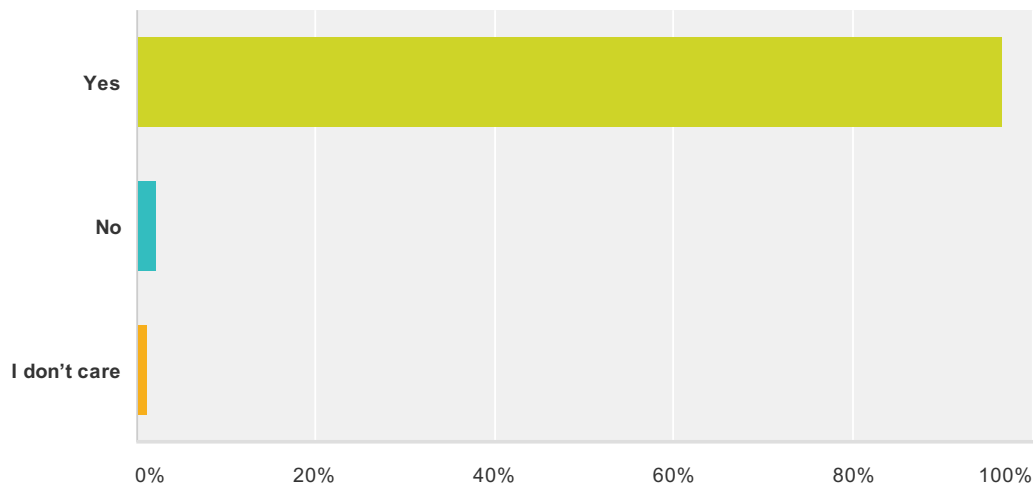
Answered: 470 Skipped: 10



Answer Choices	Responses
One	2.13% 10
Two	22.55% 106
Three	23.62% 111
Four	37.45% 176
Five or more	14.26% 67
<b>Total</b>	<b>470</b>

**Q3 In general, would you like to see more retail services available in Martensville?**

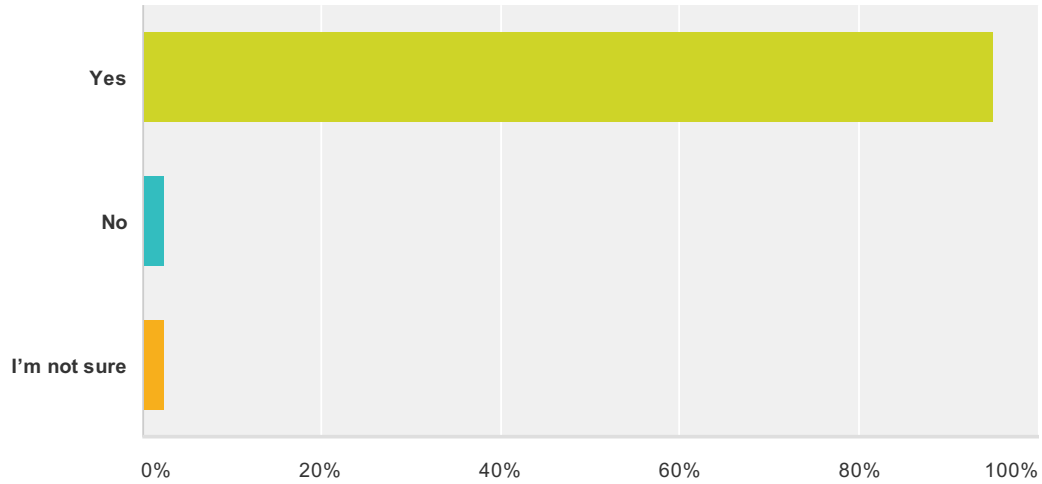
Answered: 473 Skipped: 7



Answer Choices	Responses
Yes	96.41% 456
No	2.33% 11
I don't care	1.27% 6
<b>Total</b>	<b>473</b>

**Q4 Do you feel that continued commercial development (expanding retail services) is important to the growth and the local economy of Martensville?**

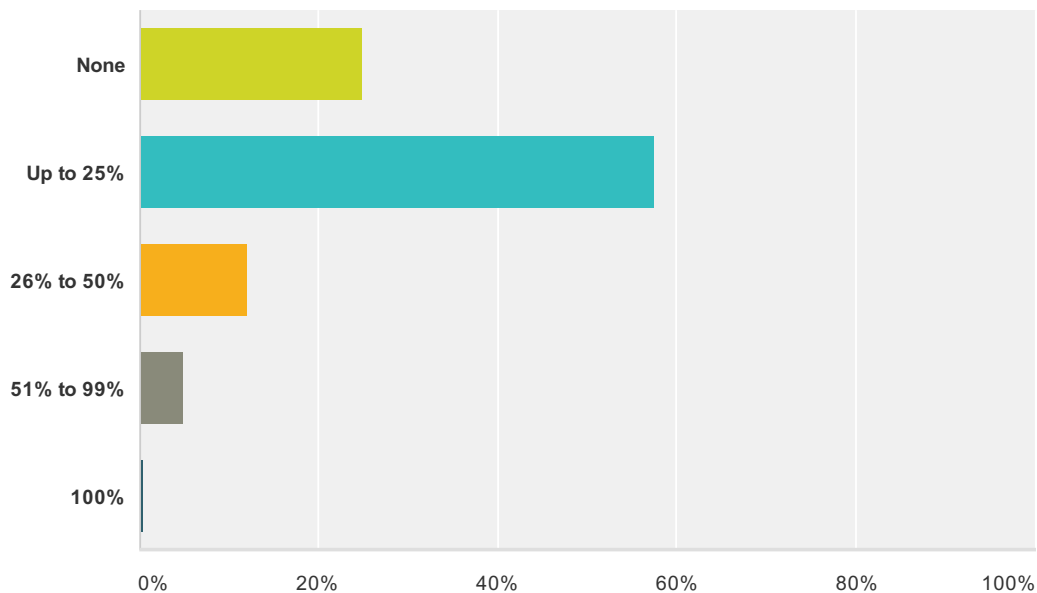
Answered: 469 Skipped: 11



Answer Choices	Responses
Yes	94.88% 445
No	2.56% 12
I'm not sure	2.56% 12
<b>Total</b>	<b>469</b>

**Q5 In a typical month, what portion of your family's grocery (food items) do you purchase in Martensville?**

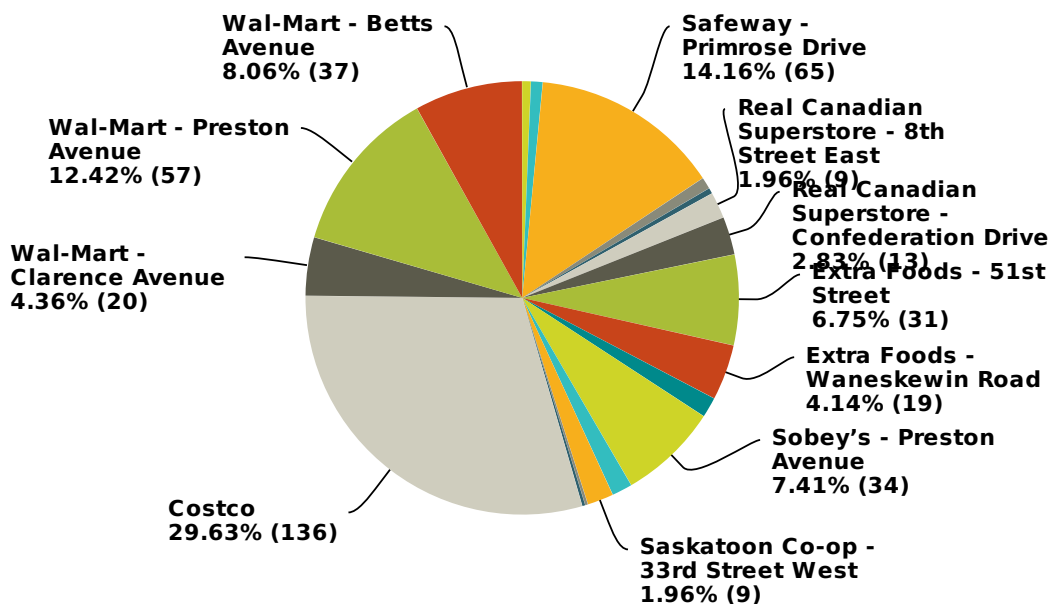
Answered: 468 Skipped: 12



Answer Choices	Responses	Count
None	25%	117
Up to 25%	57.48%	269
26% to 50%	12.18%	57
51% to 99%	4.91%	23
100%	0.43%	2
<b>Total</b>		<b>468</b>

**Q6 If you purchase more than 25% of your family's grocery (food items) outside of Martensville, where do you most often purchase it?**

Answered: 459 Skipped: 21



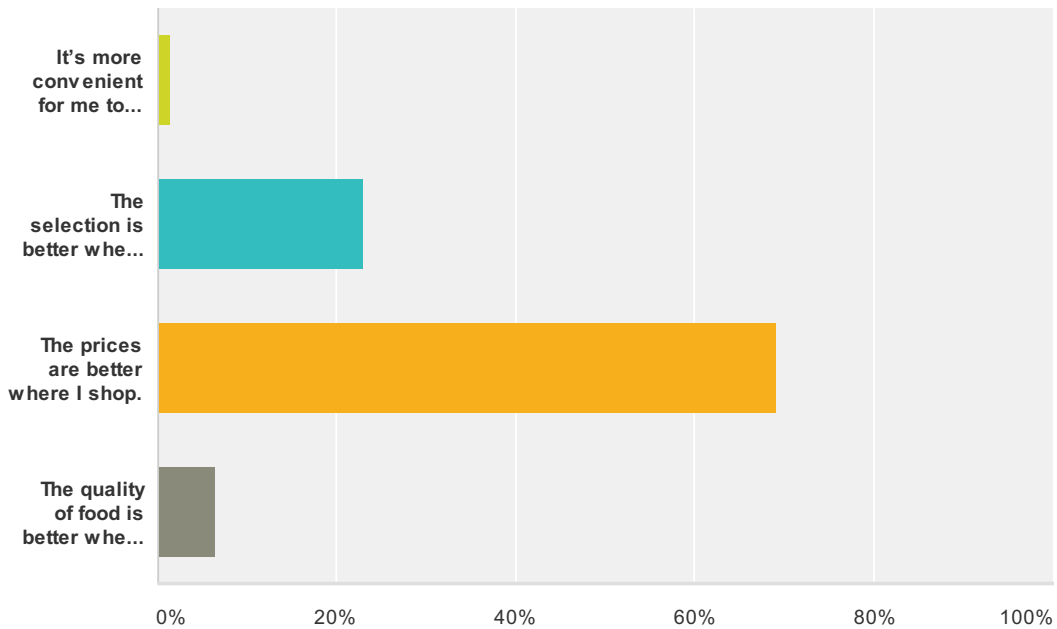
Answer Choices	Responses
Safeway - 33rd Street	0.65% 3
Safeway - Confederation Drive	0.87% 4
Safeway - Primrose Drive	14.16% 65
Safeway - 8th Street East	0.87% 4
Safeway - Preston Avenue	0.44% 2
Real Canadian Superstore - 8th Street East	1.96% 9
Real Canadian Superstore - Confederation Drive	2.83% 13
Extra Foods - 51st Street	6.75% 31
Extra Foods - Waneskewin Road	4.14% 19
Sobey's - 8th Street East	1.53% 7
Sobey's - Preston Avenue	7.41% 34
Saskatoon Co-op - Ludlow Street	1.53% 7
Saskatoon Co-op - 33rd Street West	1.96% 9
Saskatoon Co-op - 8th Street East	0.22% 1

## Martensville Retail Survey 2013

Saskatoon Co-op - Wellman Crescent	0.22%	1
Costco	29.63%	136
Wal-Mart - Clarence Avenue	4.36%	20
Wal-Mart - Preston Avenue	12.42%	57
Wal-Mart - Betts Avenue	8.06%	37
<b>Total</b>		<b>459</b>

**Q7 If you purchase less than 25% of your families groceries outside of Martensville, what is the number one reason you choose to shop for your groceries elsewhere?**

Answered: 404 Skipped: 76

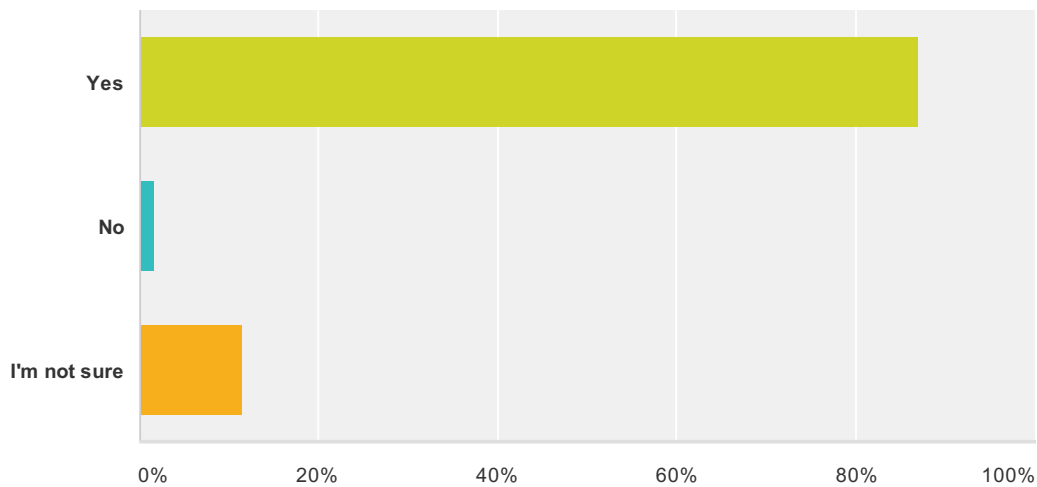


Answer Choices	Responses
It's more convenient for me to purchase my groceries elsewhere.	1.49% 6
The selection is better where I shop.	23.02% 93
The prices are better where I shop.	69.06% 279
The quality of food is better where I shop.	6.44% 26
<b>Total</b>	<b>404</b>



**Q8 If there were a second major grocery store located in Martensville, would you be more likely to purchase more of your groceries in Martensville?**

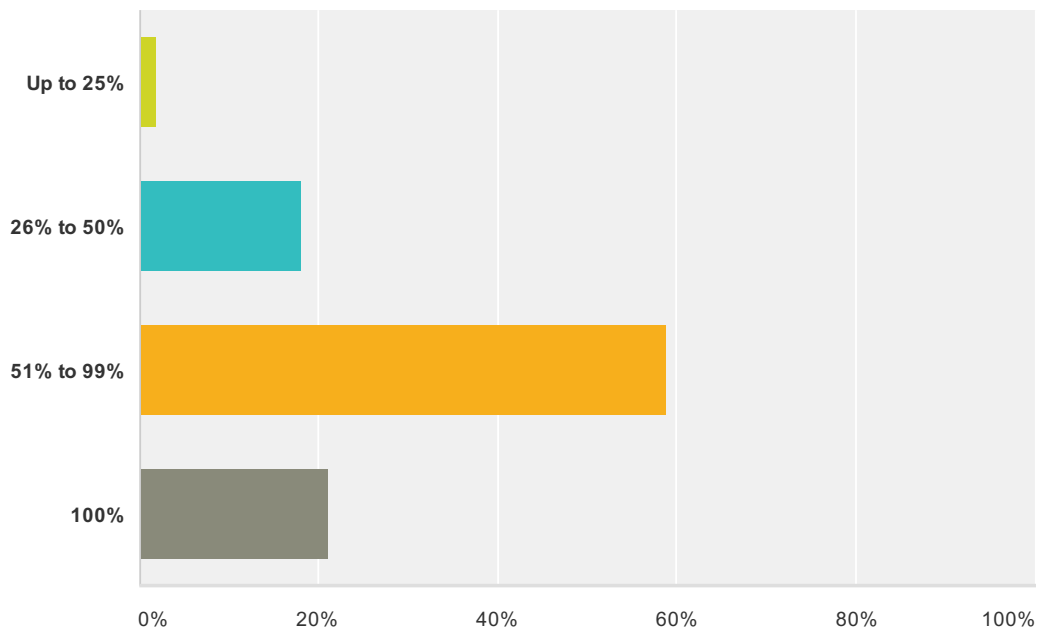
Answered: 464 Skipped: 16



Answer Choices	Responses
Yes	86.85% 403
No	1.72% 8
I'm not sure	11.42% 53
<b>Total</b>	<b>464</b>

**Q9 If you answered "Yes" to the previous question, what percentage of your grocery items would you purchase in Martensville?**

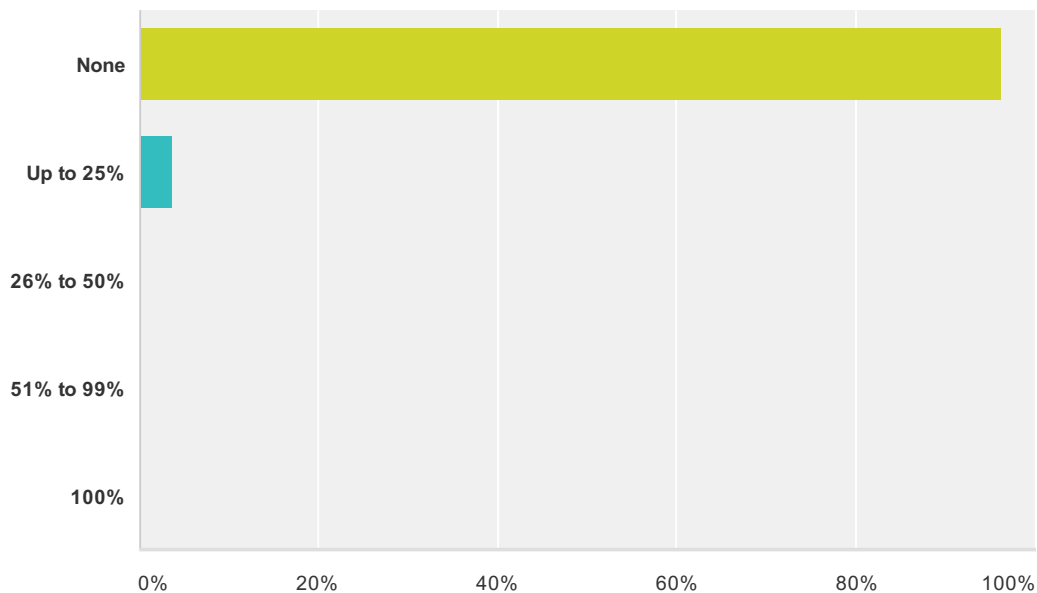
Answered: 408 Skipped: 72



Answer Choices	Responses
Up to 25%	1.96% 8
26% to 50%	18.14% 74
51% to 99%	58.82% 240
100%	21.08% 86
<b>Total</b>	<b>408</b>

**Q10 In a typical month, what portion of your family's clothing purchases are made in Martensville?**

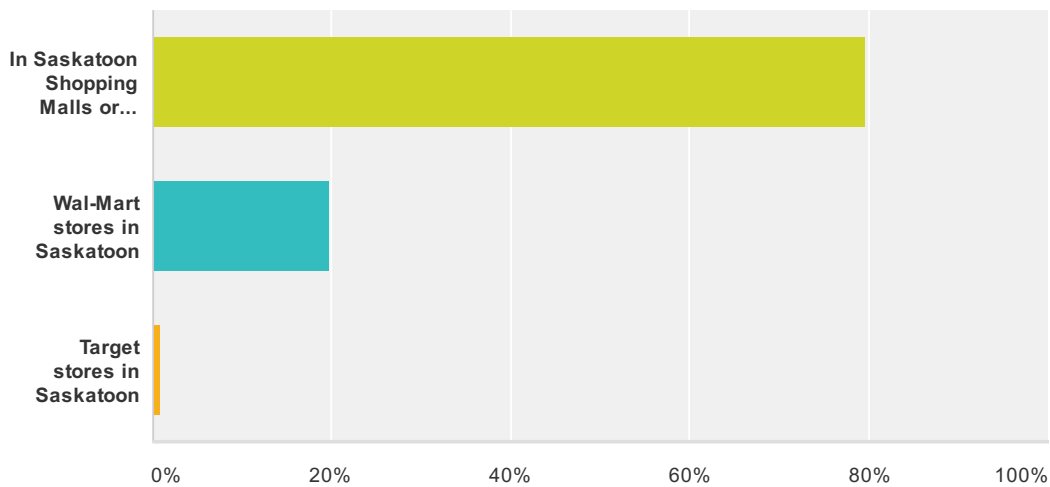
Answered: 465 Skipped: 15



Answer Choices	Responses
None	96.13% 447
Up to 25%	3.66% 17
26% to 50%	0% 0
51% to 99%	0% 0
100%	0.22% 1
<b>Total</b>	<b>465</b>

**Q11 If you purchase more than 25% of your family's clothing outside of Martensville, where do you most often purchase it?**

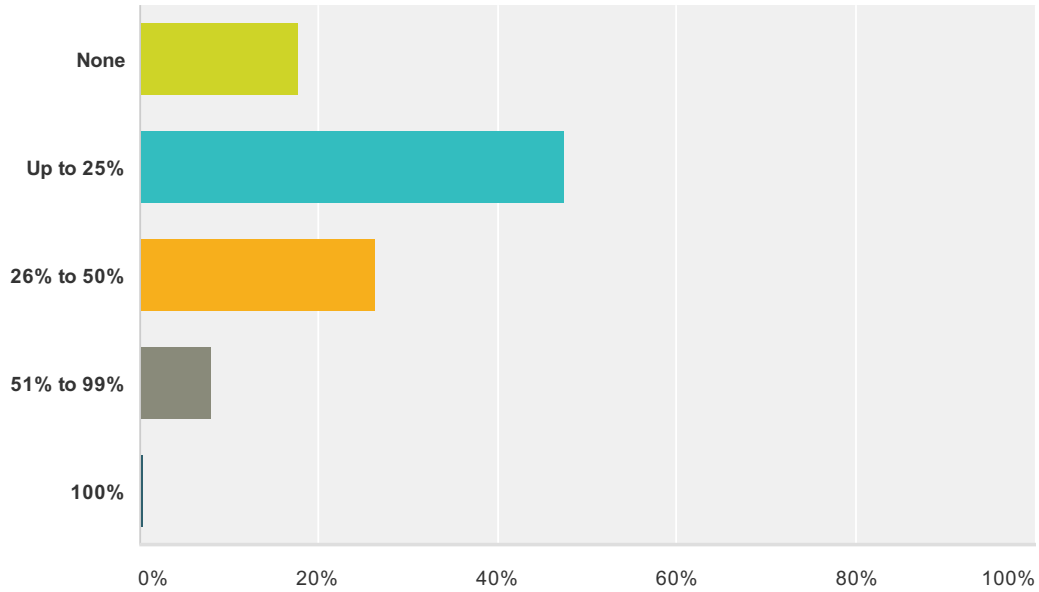
Answered: 437 Skipped: 43



Answer Choices	Responses
In Saskatoon Shopping Malls or Boutique Stores	79.41% 347
Wal-Mart stores in Saskatoon	19.68% 86
Target stores in Saskatoon	0.92% 4
<b>Total</b>	<b>437</b>

**Q12 In a typical month, what portion of your families household supplies like gasoline, yard supplies, children's items, etc., do you buy in Martensville?**

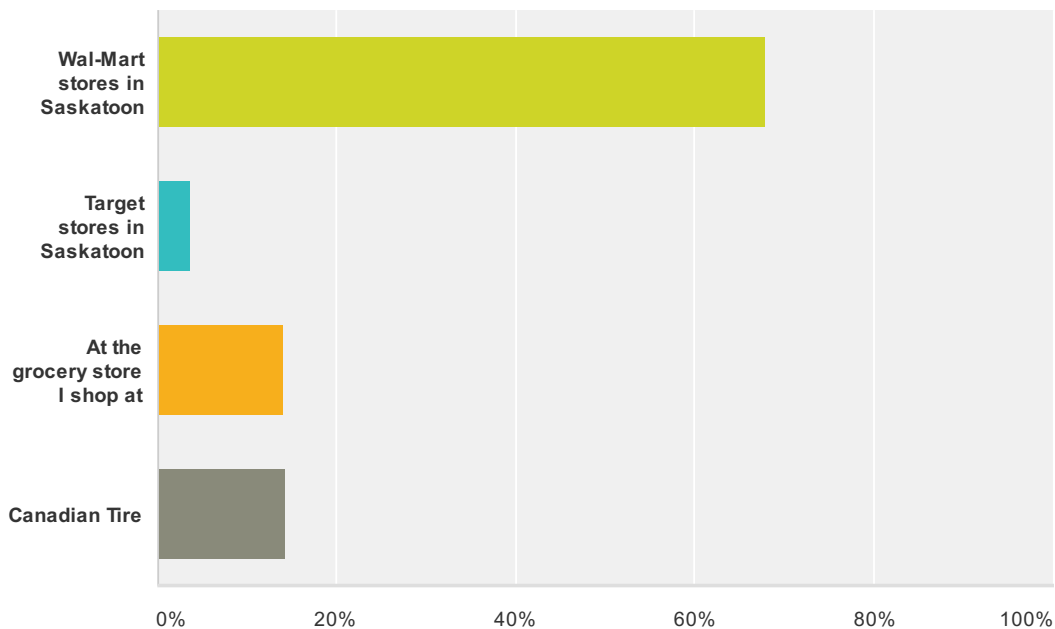
Answered: 464 Skipped: 16



Answer Choices	Responses
None	17.67% 82
Up to 25%	47.41% 220
26% to 50%	26.29% 122
51% to 99%	8.19% 38
100%	0.43% 2
<b>Total</b>	<b>464</b>

**Q13 If you purchase more than 25% of your family's household supplies outside of Martensville, where do you purchase them?**

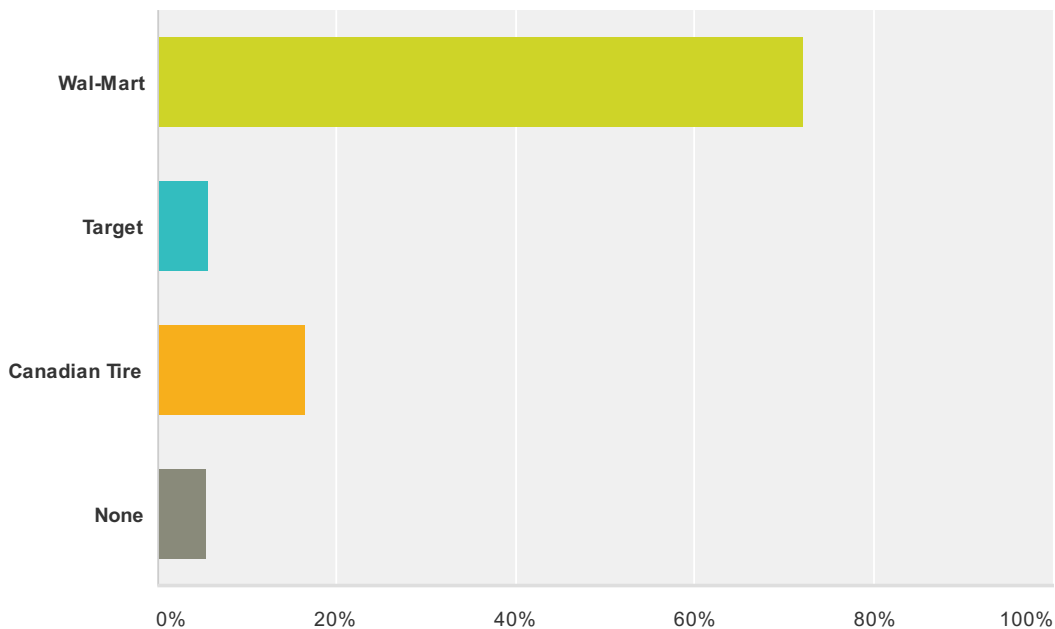
Answered: 382 Skipped: 98



Answer Choices	Responses	Count
Wal-Mart stores in Saskatoon	67.80%	259
Target stores in Saskatoon	3.66%	14
At the grocery store I shop at	14.14%	54
Canadian Tire	14.40%	55
<b>Total</b>		<b>382</b>

**Q14 Which of the following major department stores would you most like to see located in Martensville? (Please choose one answer only.)**

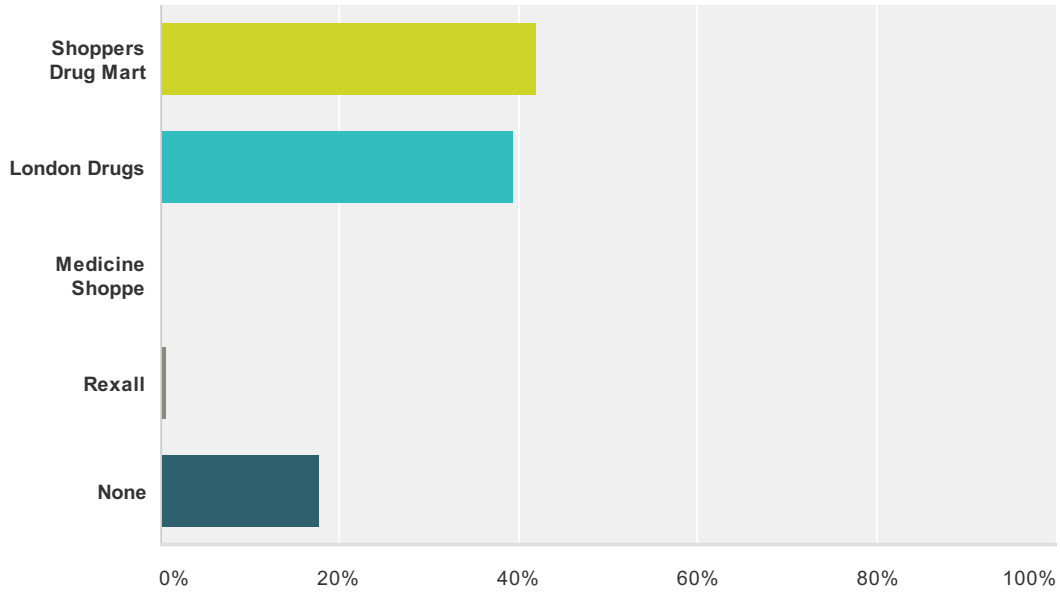
Answered: 452 Skipped: 28



Answer Choices	Responses
Wal-Mart	72.12% 326
Target	5.75% 26
Canadian Tire	16.59% 75
None	5.53% 25
<b>Total</b>	<b>452</b>

**Q15 Which of the following major pharmacy chains would you most like to see located in Martensville? (Please choose one answer only.)**

Answered: 438 Skipped: 42

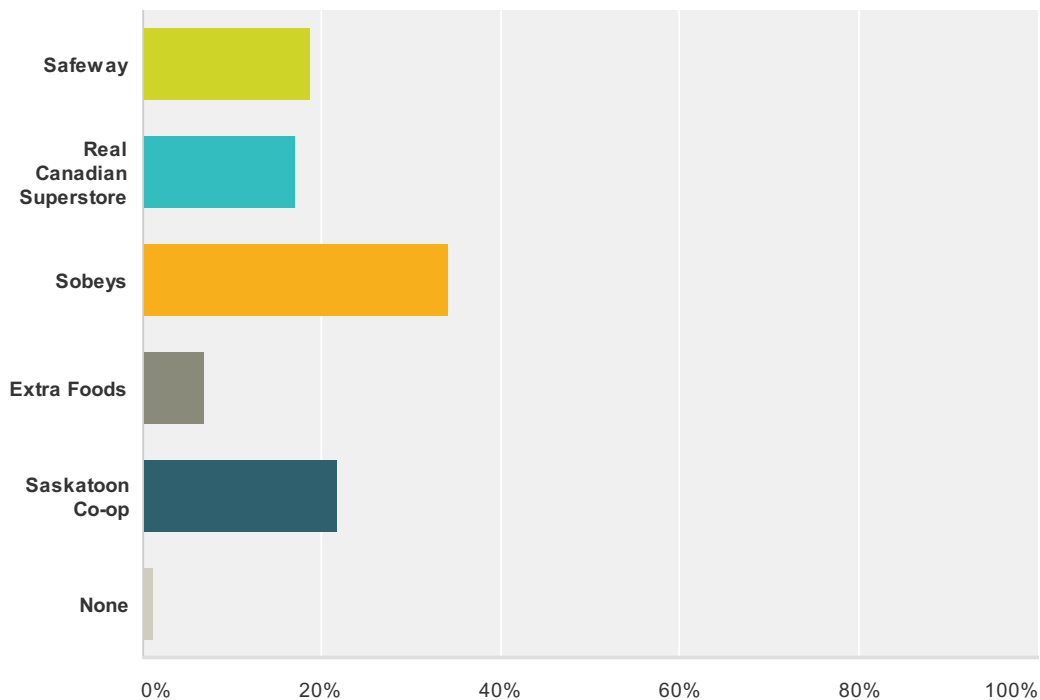


Answer Choices	Responses
Shoppers Drug Mart	42.01% 184
London Drugs	39.27% 172
Medicine Shoppe	0.23% 1
Rexall	0.68% 3
None	17.81% 78
<b>Total</b>	<b>438</b>



**Q16 Which of the following major grocery stores would you most like to see located in Martensville? (Please choose one answer only.)**

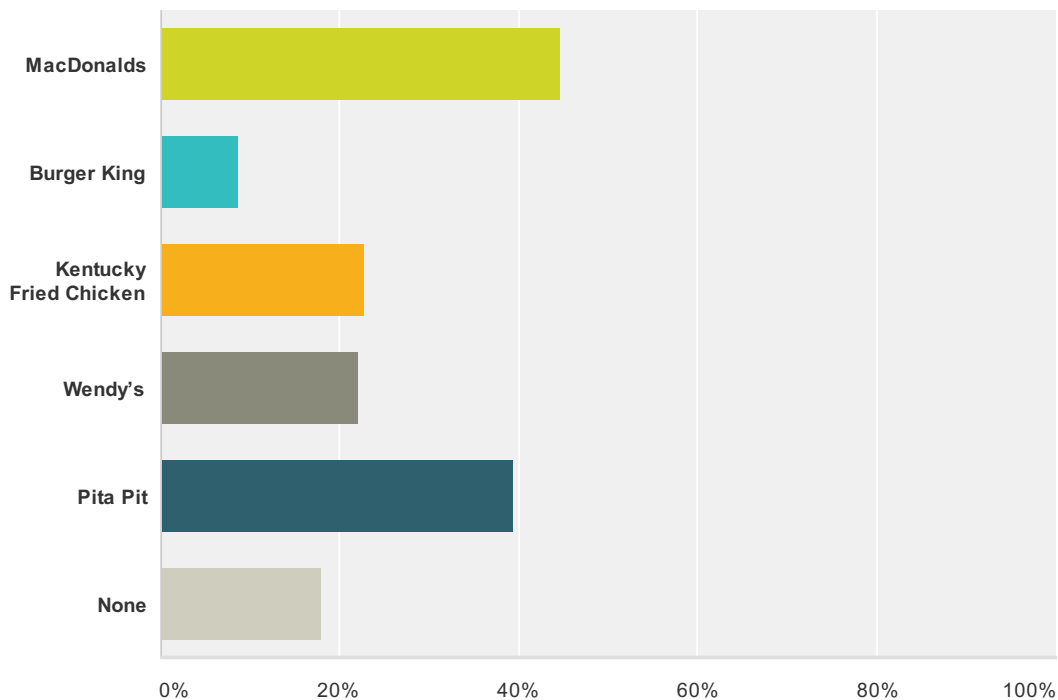
Answered: 454 Skipped: 26



Answer Choices	Responses	Count
Safeway	18.72%	85
Real Canadian Superstore	17.18%	78
Sobeys	34.14%	155
Extra Foods	6.83%	31
Saskatoon Co-op	21.81%	99
None	1.32%	6
<b>Total</b>		<b>454</b>

**Q17 Which of the following fast food franchises would you most like to see located in Martensville? (Please pick your top two choices.)**

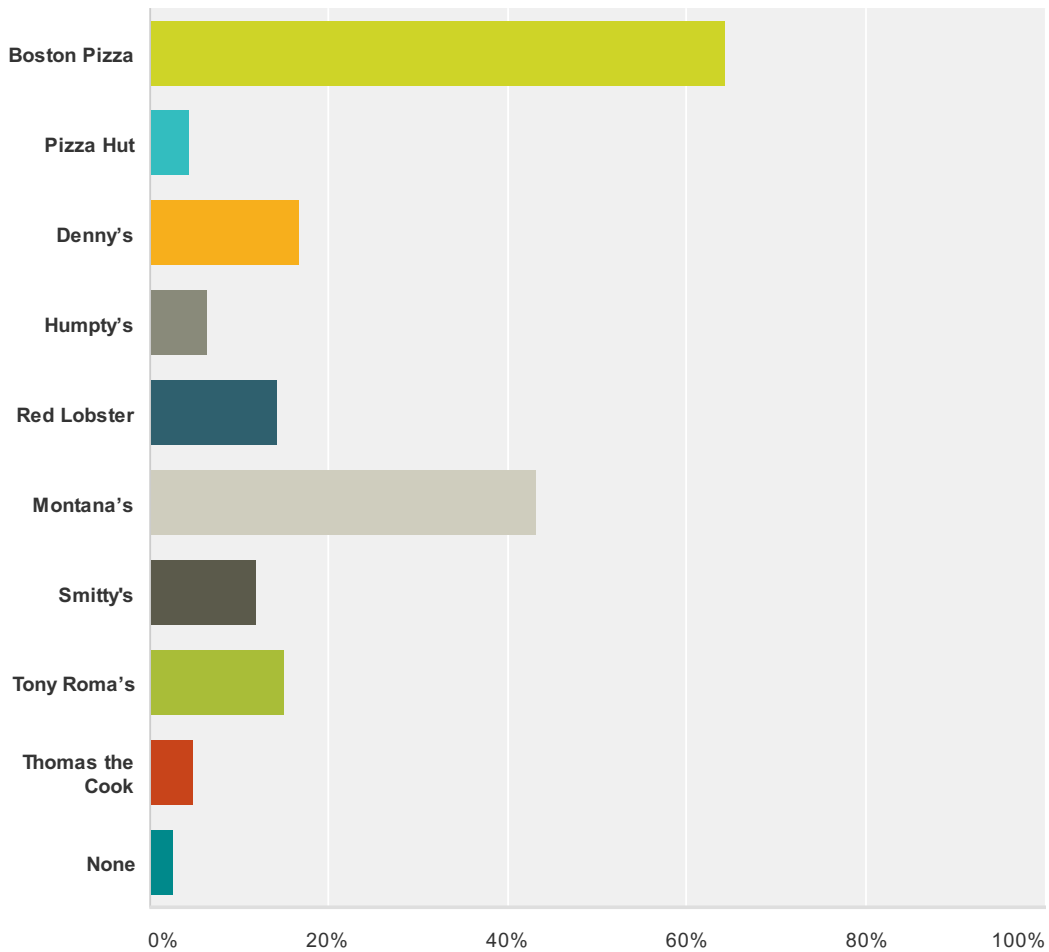
Answered: 441 Skipped: 39



Answer Choices	Responses	Count
MacDonalds	44.67%	197
Burger King	8.62%	38
Kentucky Fried Chicken	22.68%	100
Wendy's	22.22%	98
Pita Pit	39.46%	174
None	17.91%	79
<b>Total Respondents: 441</b>		

**Q18 Which of the following family-style restaurant chains would you like to see located in Martensville? (Please pick your top two choices.)**

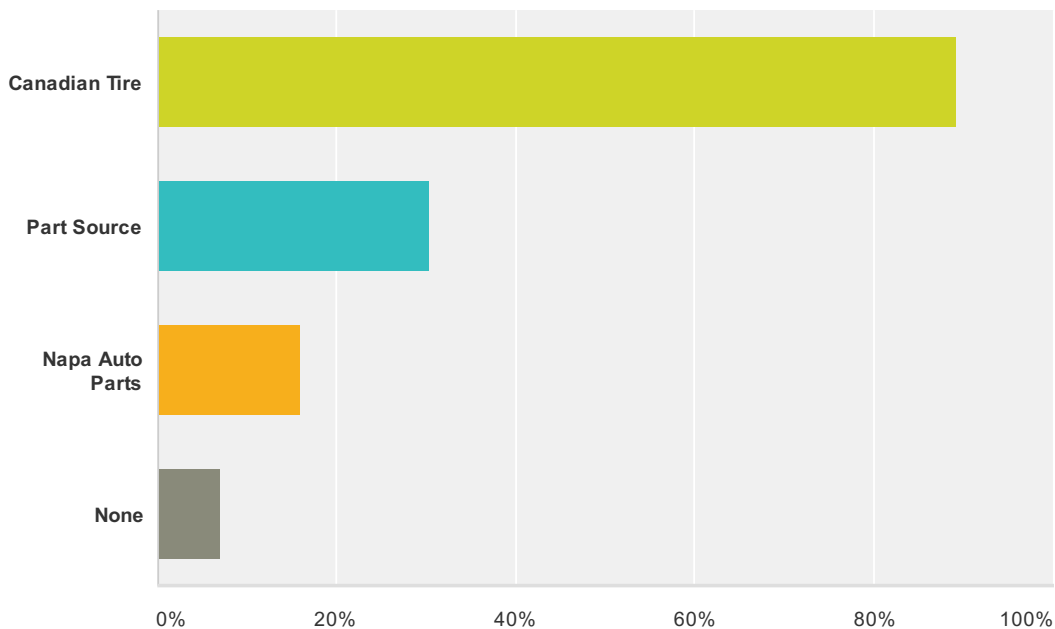
Answered: 451 Skipped: 29



Answer Choices	Responses	Count
Boston Pizza	64.30%	290
Pizza Hut	4.43%	20
Denny's	16.63%	75
Humpty's	6.43%	29
Red Lobster	14.41%	65
Montana's	43.24%	195
Smitty's	11.97%	54
Tony Roma's	15.08%	68
Thomas the Cook	4.88%	22
None	2.66%	12
<b>Total Respondents: 451</b>		

**Q19 Which of the automobile/service/ supply stores would you most likely expand to Martensville? (Choose 2)**

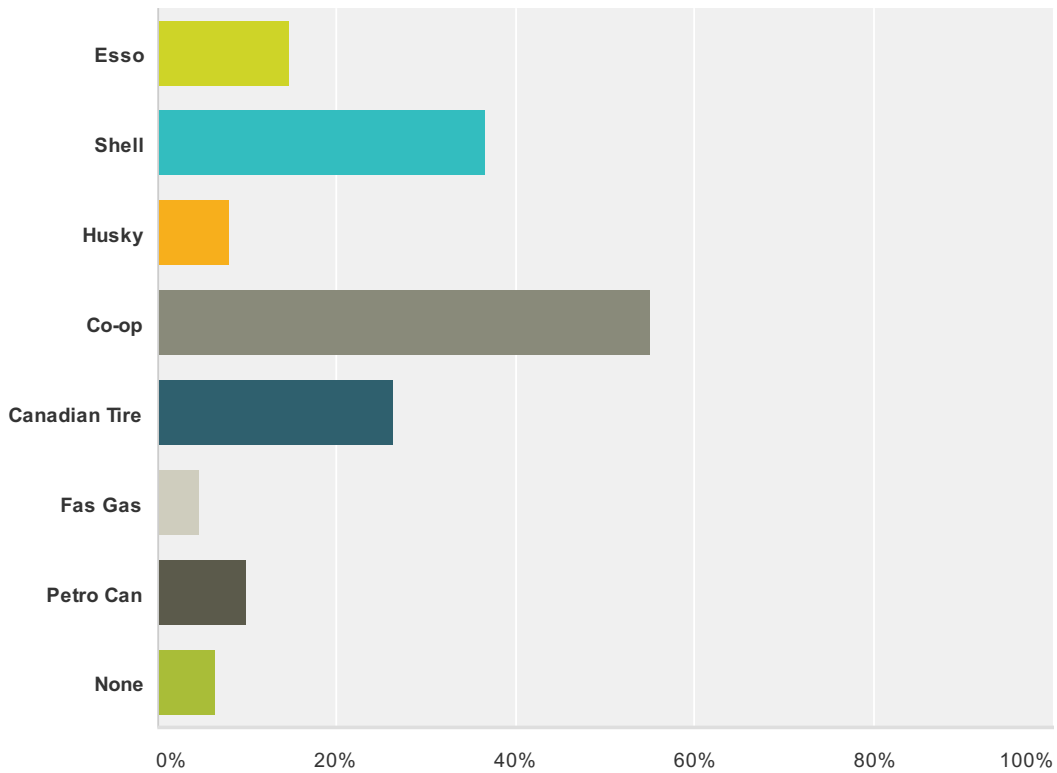
Answered: 456 Skipped: 24



Answer Choices	Responses
Canadian Tire	89.04% 406
Part Source	30.26% 138
Napa Auto Parts	16.01% 73
None	7.02% 32
<b>Total Respondents: 456</b>	

**Q20 Which of the following automobile service stations would you most like to see located in Martensville? (Please pick your top two choices.)**

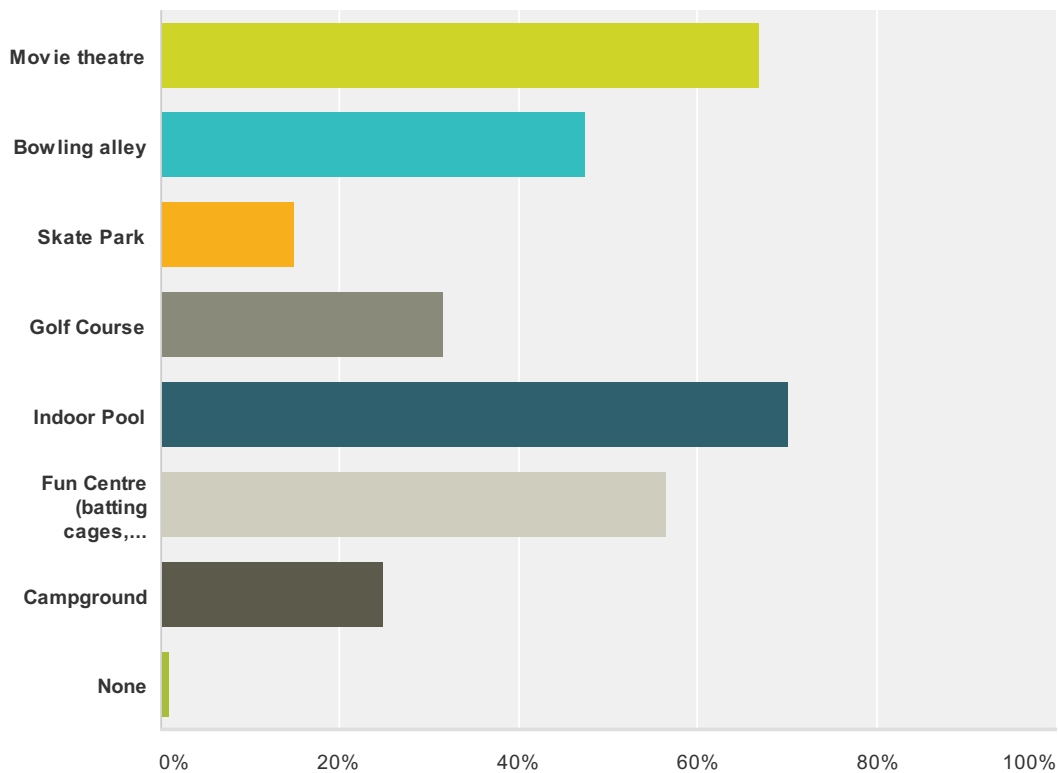
Answered: 447 Skipped: 33



Answer Choices	Responses
Esso	14.77% 66
Shell	36.47% 163
Husky	8.05% 36
Co-op	55.03% 246
Canadian Tire	26.40% 118
Fas Gas	4.70% 21
Petro Can	9.84% 44
None	6.49% 29
<b>Total Respondents: 447</b>	

**Q21 Which of the following recreation/leisure services would you most like to see located in Martensville?  
(Choose as many answers as you wish).**

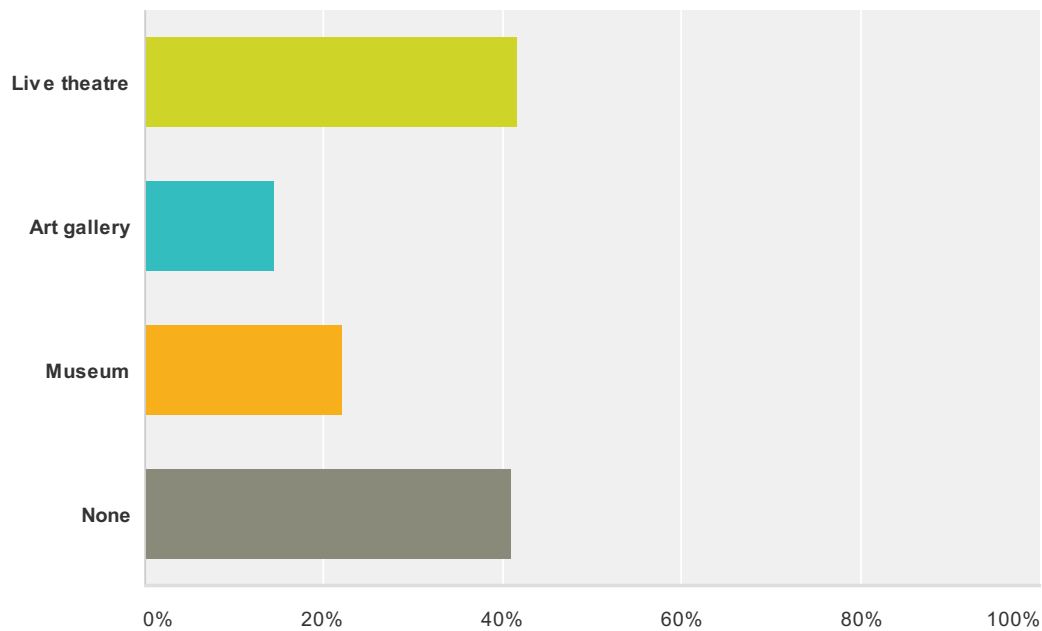
Answered: 448 Skipped: 32



Answer Choices	Responses
Movie theatre	66.74% 299
Bowling alley	47.32% 212
Skate Park	14.96% 67
Golf Course	31.47% 141
Indoor Pool	70.09% 314
Fun Centre (batting cages, climbing wall, mini-golf)	56.47% 253
Campground	25% 112
None	1.12% 5
<b>Total Respondents: 448</b>	

**Q22 Which of the following arts and culture venues would you most like to see located in Martensville? (Choose as many items as you wish.)**

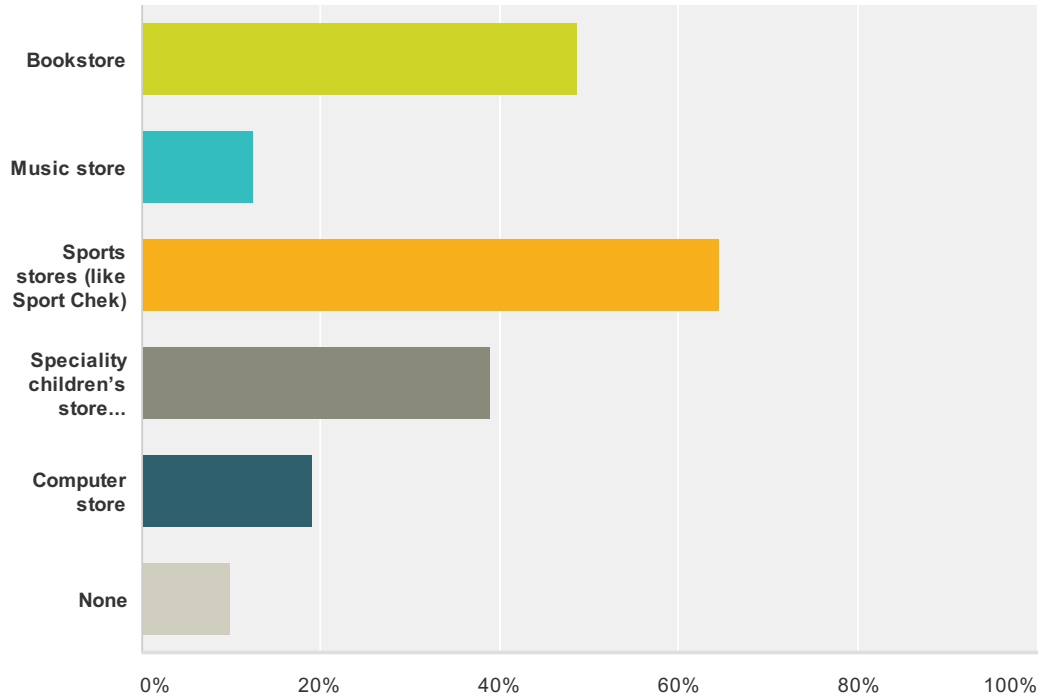
Answered: 428 Skipped: 52



Answer Choices	Responses	
Live theatre	41.59%	178
Art gallery	14.49%	62
Museum	22.20%	95
None	40.89%	175
<b>Total Respondents: 428</b>		

**Q23 Which of the following speciality stores would you most like to see in Martensville? (Choose as many items as you wish.)**

Answered: 444 Skipped: 36

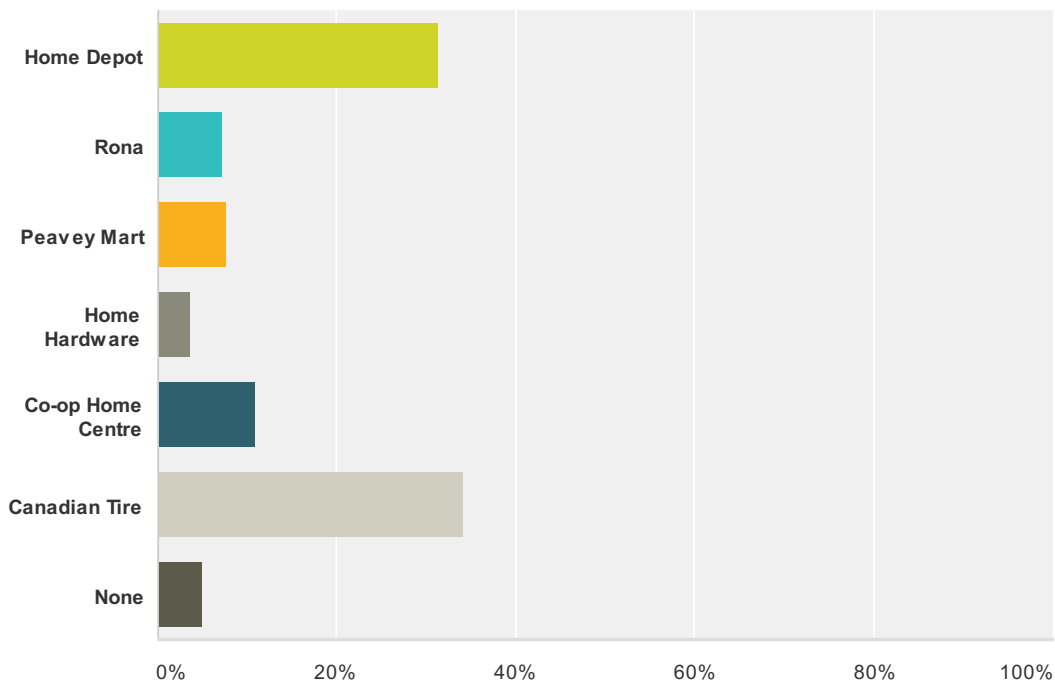


Answer Choices	Responses
Bookstore	48.65% 216
Music store	12.61% 56
Sports stores (like Sport Chek)	64.41% 286
Speciality children's store (gifts/clothes)	38.96% 173
Computer store	19.14% 85
None	9.91% 44
<b>Total Respondents: 444</b>	



**Q24 Which of the following hardware/gardening stores would you most like to see located in Martensville?  
(Pick your top choice only.)**

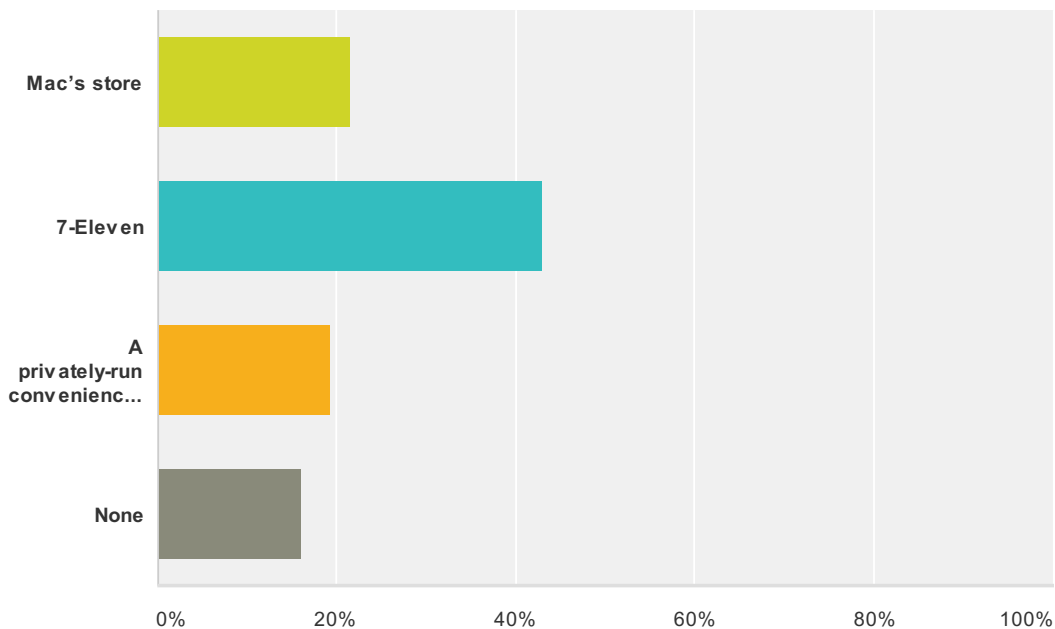
Answered: 443 Skipped: 37



Answer Choices	Responses
Home Depot	31.38% 139
Rona	7.22% 32
Peavey Mart	7.67% 34
Home Hardware	3.61% 16
Co-op Home Centre	10.84% 48
Canadian Tire	34.09% 151
None	5.19% 23
<b>Total</b>	<b>443</b>

**Q25 Which of the following convenience stores would you most like to see located in Martensville?**

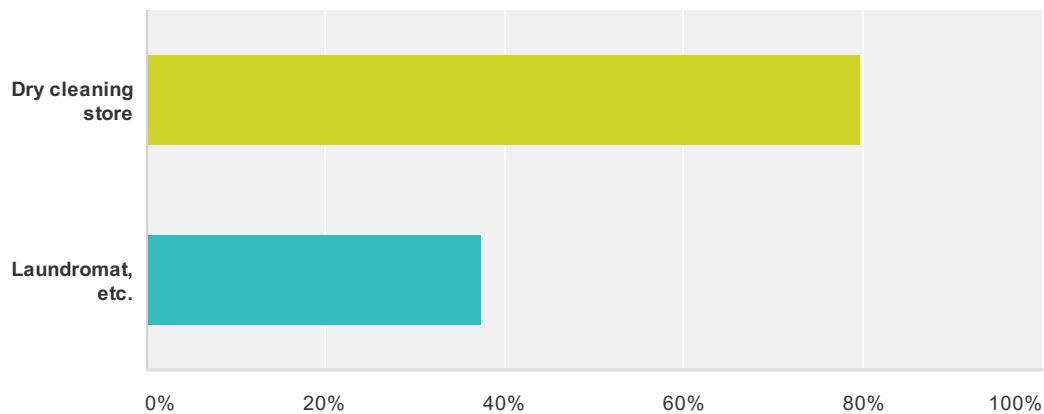
Answered: 433 Skipped: 47



Answer Choices	Responses
Mac's store	21.48% 93
7-Eleven	42.96% 186
A privately-run convenience store	19.40% 84
None	16.17% 70
<b>Total</b>	<b>433</b>

**Q26 Which of the following other services would you most list to see in Martensville?  
(Choose as many items as you like.)**

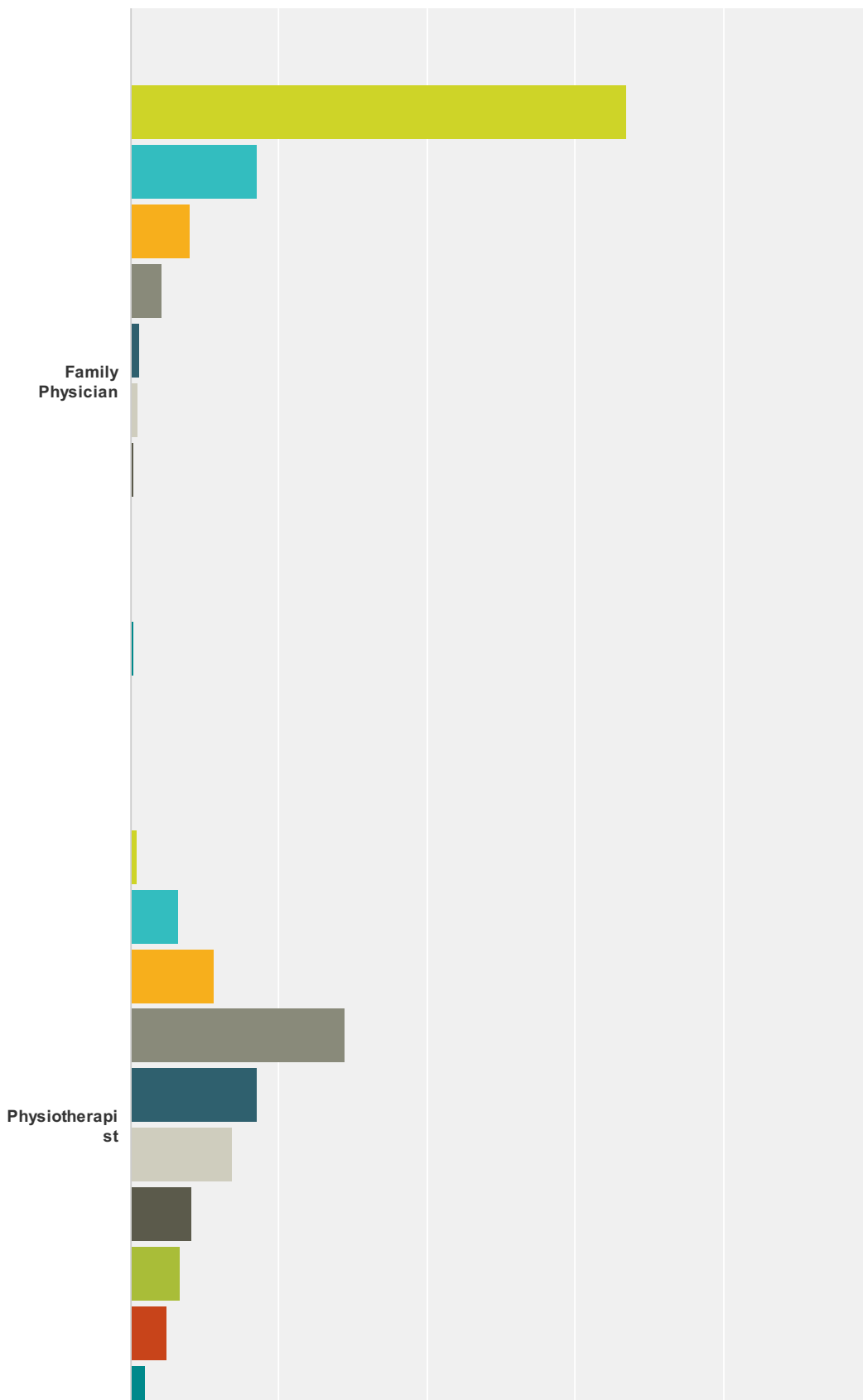
Answered: 246 Skipped: 234



Answer Choices	Responses	Count
Dry cleaning store	79.67%	196
Laundromat, etc.	37.40%	92
<b>Total Respondents: 246</b>		

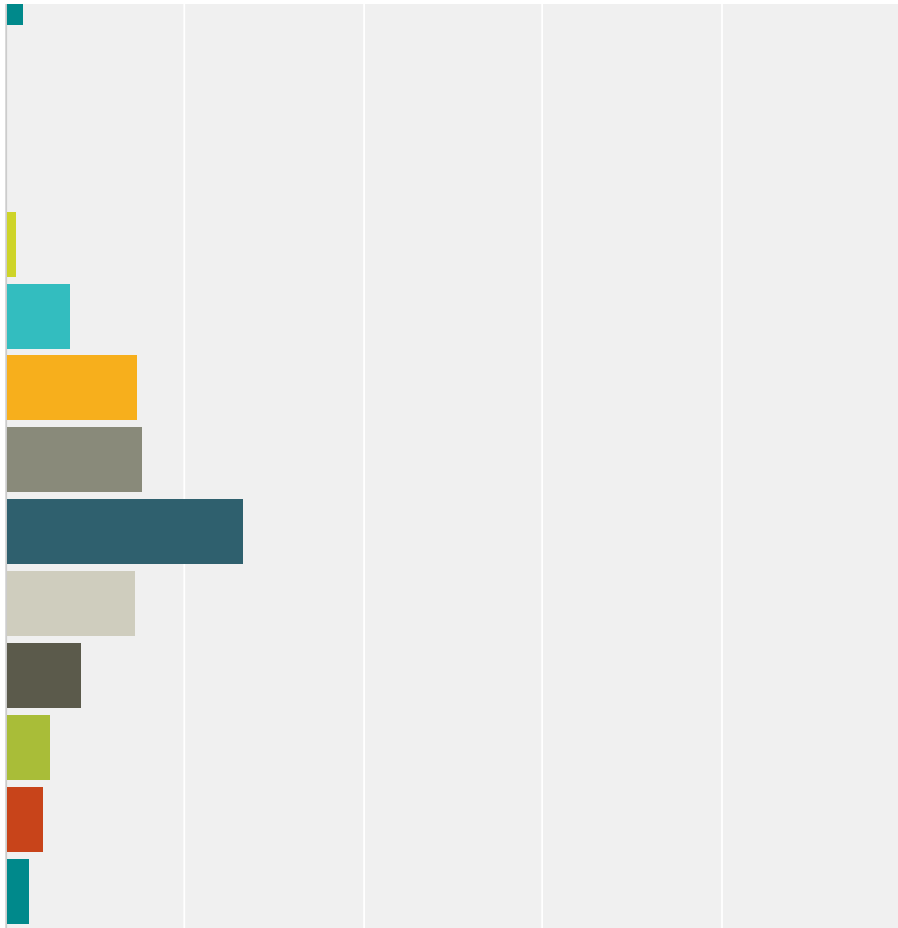
**Q27 Which of the following three health services would you most like to see in Martensville? (Order your choices 1, 2 and 3 in order of preference.)**

Answered: 374 Skipped: 106

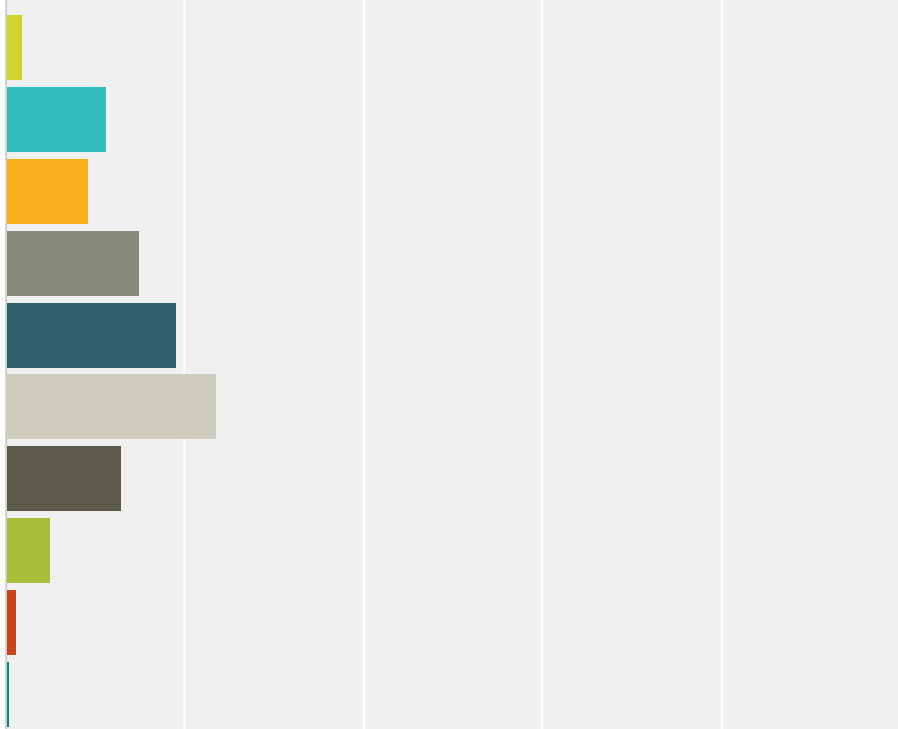


# Martensville Retail Survey 2013

Chiropractor



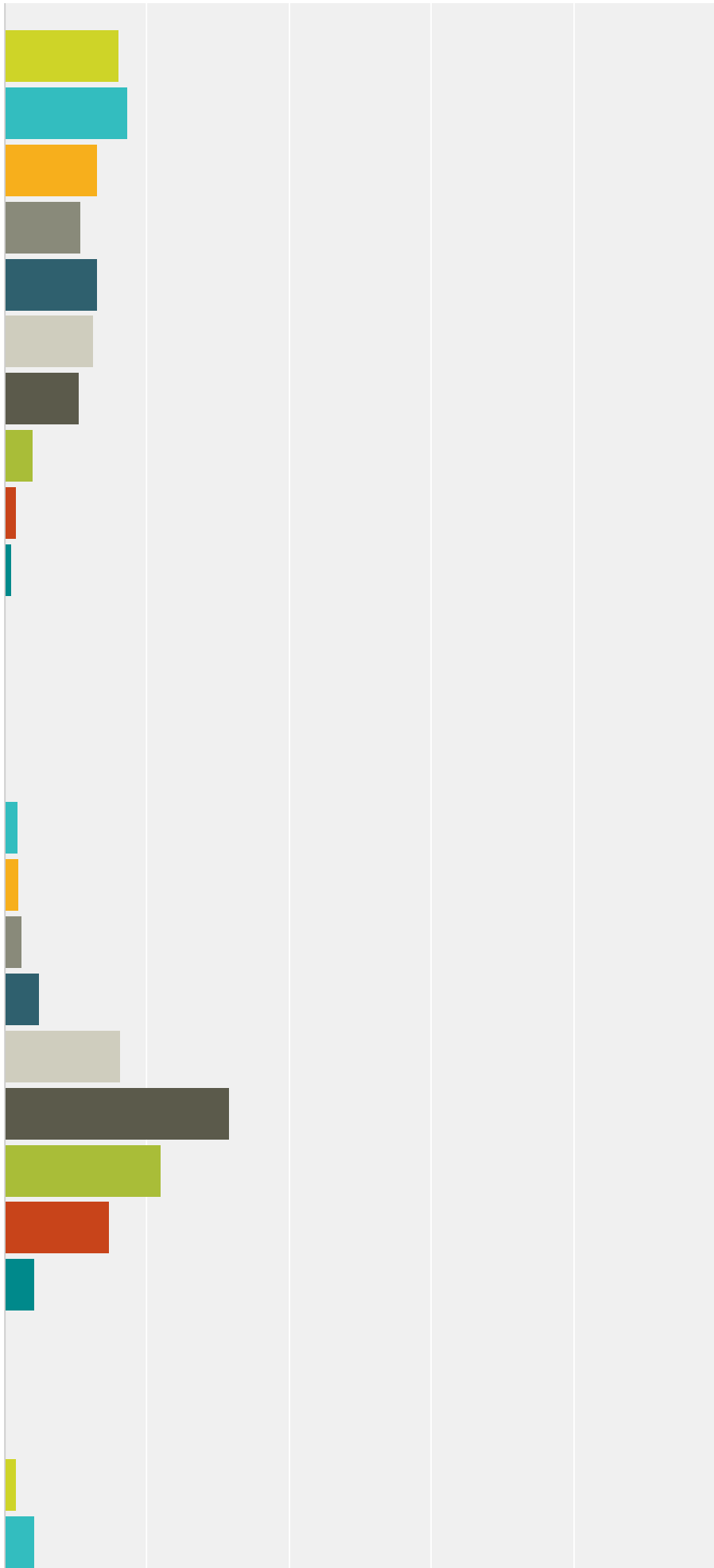
Dentist



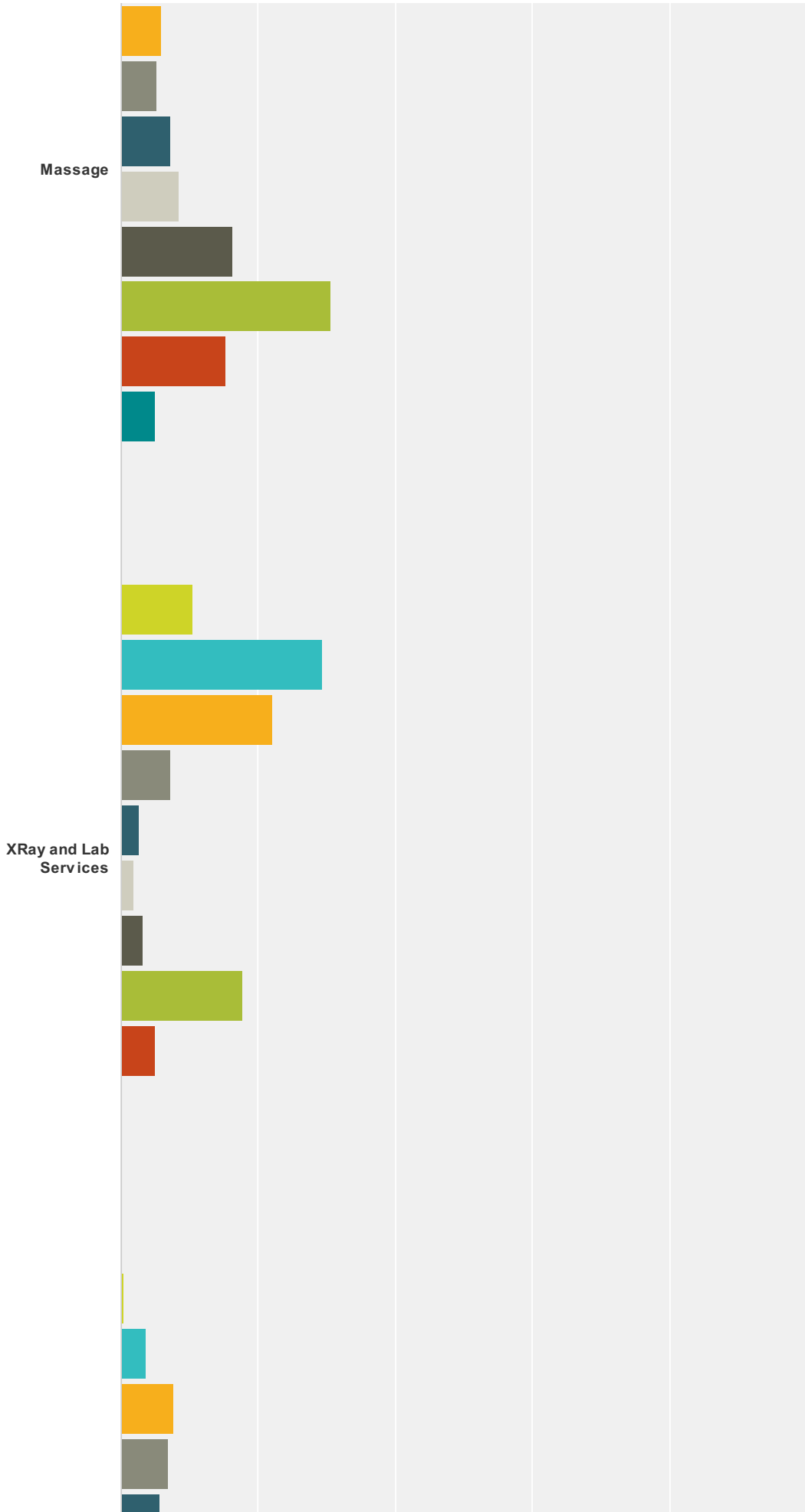
# Martensville Retail Survey 2013

Ambulance

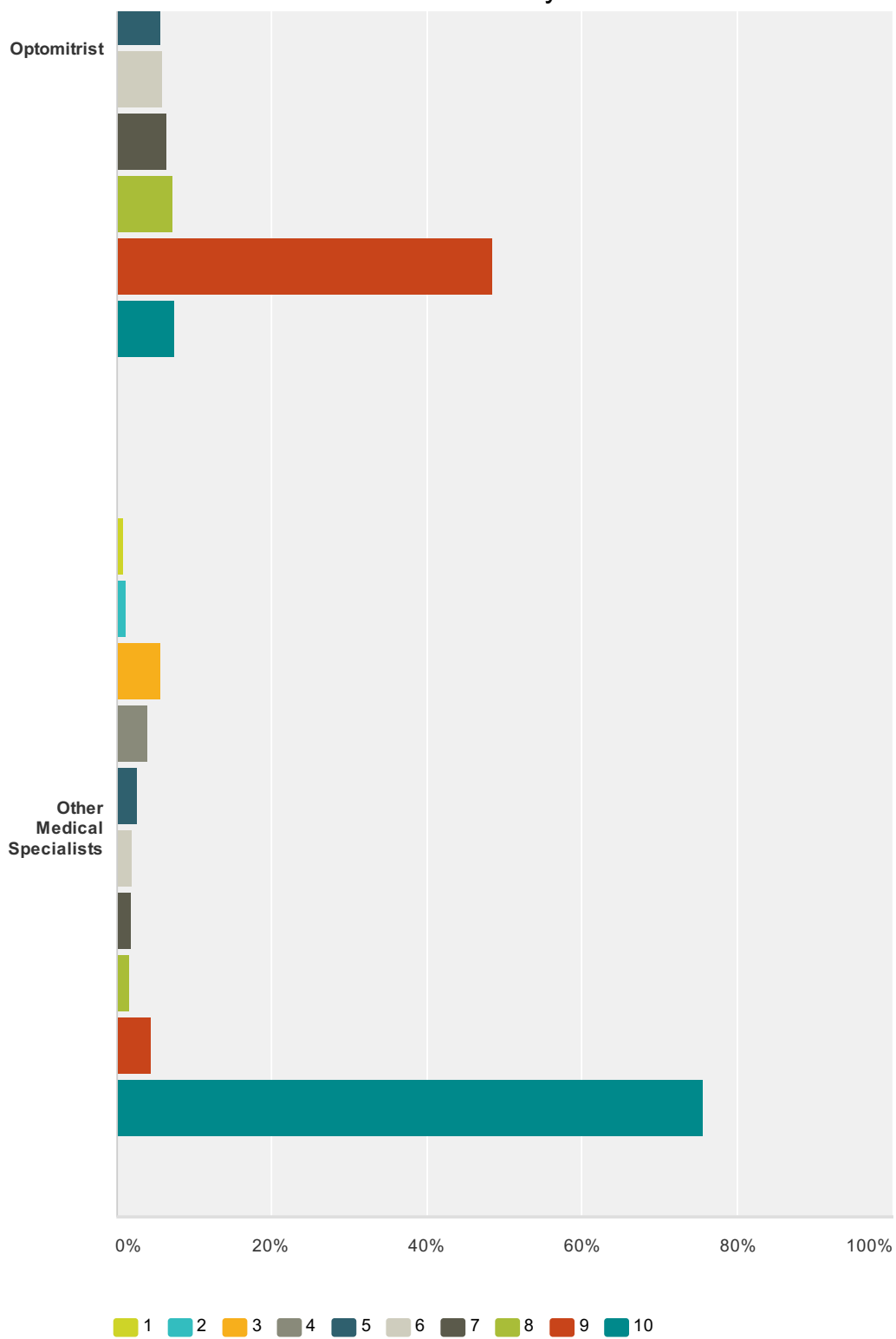
Orthodontist



# Martensville Retail Survey 2013



# Martensville Retail Survey 2013



	1	2	3	4	5	6	7	8	9	10	Total	Average Ranking
Family Physician	66.76% 249	17.16% 64	8.04% 30	4.29% 16	1.34% 5	1.07% 4	0.54% 2	0.27% 1	0% 0	0.54% 2	373	9.33
Physiotherapist	0.80% 3	6.42% 24	11.23% 42	28.88% 108	17.11% 64	13.64% 51	8.29% 31	6.68% 25	4.81% 18	2.14% 8	374	5.94
Chiropractor	1.34% 5	7.22% 27	14.71% 55	15.24% 57	26.47% 99	14.44% 54	8.56% 32	5.08% 19	4.28% 16	2.67% 10	374	5.94
Dentist	1.88% 7	11.26% 42	9.38% 35	15.01% 56	19.03% 71	23.59% 88	12.87% 48	5.09% 19	1.34% 5	0.54% 2	373	6.02

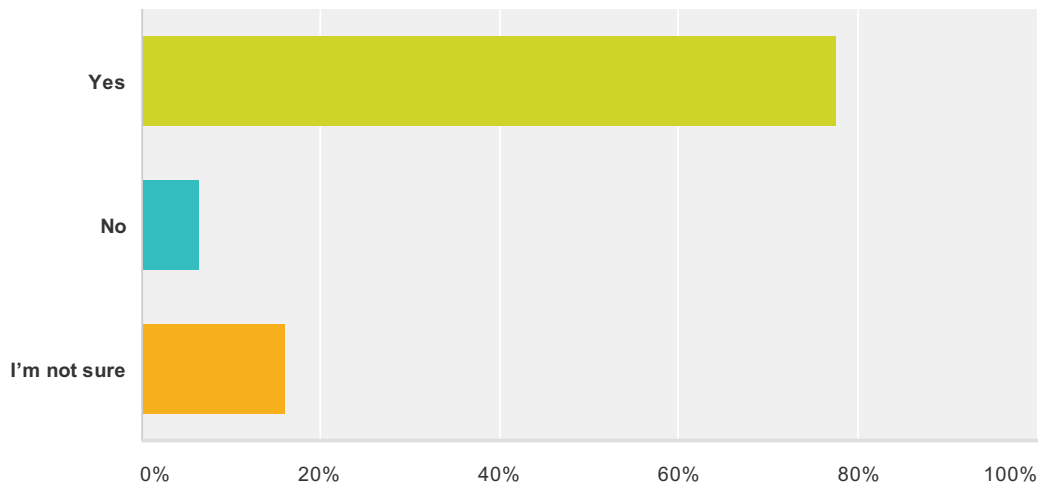


## Martensville Retail Survey 2013

Ambulance	<b>16.04%</b> 60	<b>17.38%</b> 65	<b>13.10%</b> 49	<b>10.70%</b> 40	<b>13.10%</b> 49	<b>12.57%</b> 47	<b>10.43%</b> 39	<b>4.01%</b> 15	<b>1.60%</b> 6	<b>1.07%</b> 4	374	6.96
Orthodontist	<b>0%</b> 0	<b>1.87%</b> 7	<b>2.14%</b> 8	<b>2.41%</b> 9	<b>4.81%</b> 18	<b>16.31%</b> 61	<b>31.55%</b> 118	<b>21.93%</b> 82	<b>14.71%</b> 55	<b>4.28%</b> 16	374	3.87
Massage	<b>1.60%</b> 6	<b>4.28%</b> 16	<b>5.88%</b> 22	<b>5.35%</b> 20	<b>7.22%</b> 27	<b>8.56%</b> 32	<b>16.31%</b> 61	<b>30.48%</b> 114	<b>15.24%</b> 57	<b>5.08%</b> 19	374	4.17
XRay and Lab Services	<b>10.43%</b> 39	<b>29.41%</b> 110	<b>22.19%</b> 83	<b>7.22%</b> 27	<b>2.67%</b> 10	<b>1.87%</b> 7	<b>3.21%</b> 12	<b>17.65%</b> 66	<b>5.08%</b> 19	<b>0.27%</b> 1	374	6.99
Optomitrist	<b>0.53%</b> 2	<b>3.74%</b> 14	<b>7.75%</b> 29	<b>6.95%</b> 26	<b>5.61%</b> 21	<b>5.88%</b> 22	<b>6.42%</b> 24	<b>7.22%</b> 27	<b>48.40%</b> 181	<b>7.49%</b> 28	374	3.64
Other Medical Specialists	<b>0.80%</b> 3	<b>1.34%</b> 5	<b>5.61%</b> 21	<b>4.01%</b> 15	<b>2.67%</b> 10	<b>2.14%</b> 8	<b>1.87%</b> 7	<b>1.60%</b> 6	<b>4.55%</b> 17	<b>75.40%</b> 282	374	2.17

**Q28 As a Martensville resident, would you support the City of Martensville using incentives like tax reductions or start-up funding contributions, establishment grants, subsidies, recruitment support, etc. to attract physicians and other medical service providers to our City?**

Answered: 436 Skipped: 44



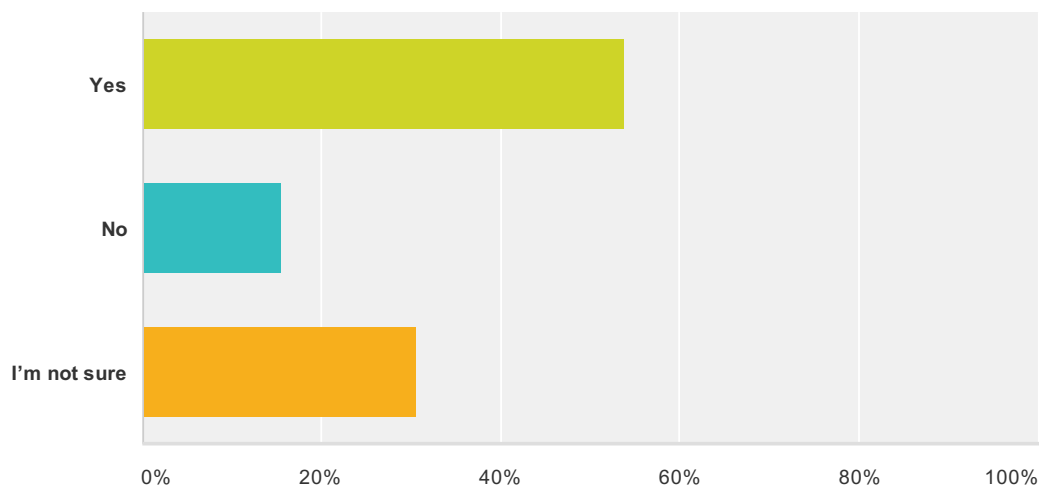
Answer Choices	Responses
Yes	77.52% 338
No	6.42% 28
I'm not sure	16.06% 70
<b>Total</b>	<b>436</b>

**Q29 If you answered “No” or “I’m not sure”  
to Question 30, why?**

Answered: 78 Skipped: 402

**Q30 If you have a regular family physician not located in Martensville, would you change physicians if there was one available in Martensville?**

Answered: 425 Skipped: 55



Answer Choices	Responses
Yes	53.88% 229
No	15.53% 66
I'm not sure	30.59% 130
<b>Total</b>	<b>425</b>