

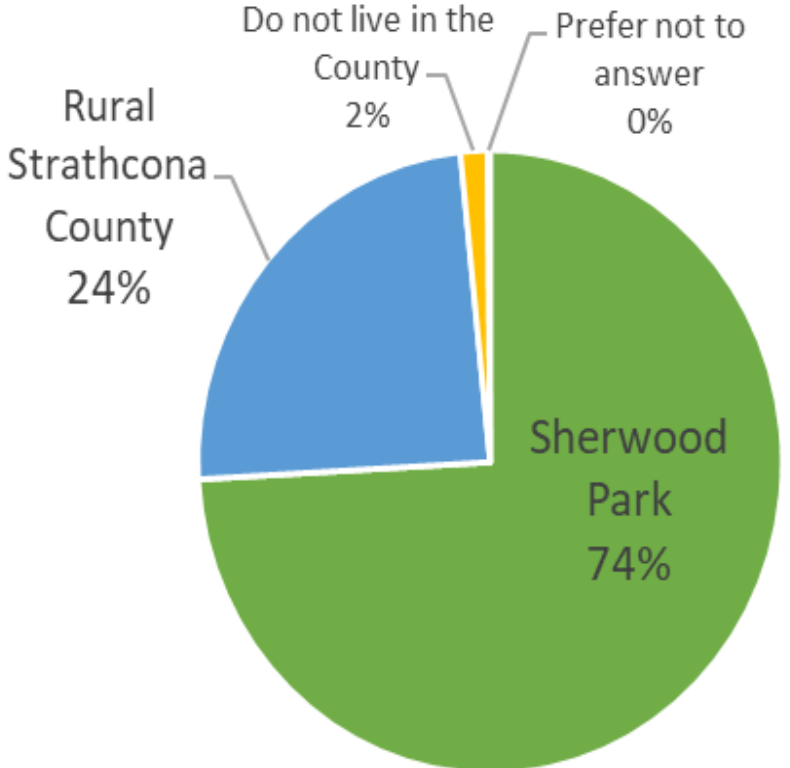
Shopping Locally

SCOOP Mixed Topic Survey Results
February 2022

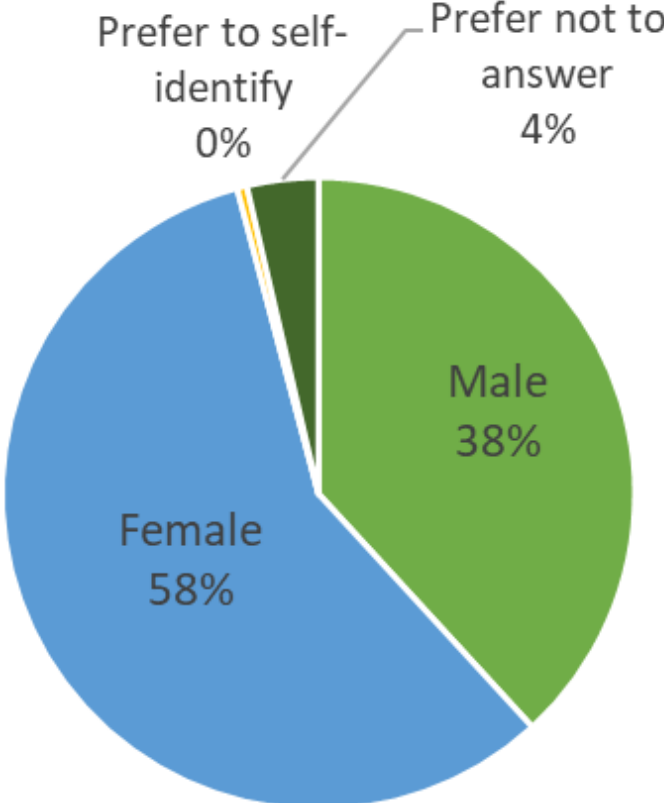
Shopping Locally Survey

- Administered through a mixed topic survey on Strathcona County's Online Opinion Panel (SCOOP)
- Survey ran January 27- February 11, 2022
- A total of 796 panelists participated, although 22 of the respondents did not complete all of the questions.

Survey Respondents

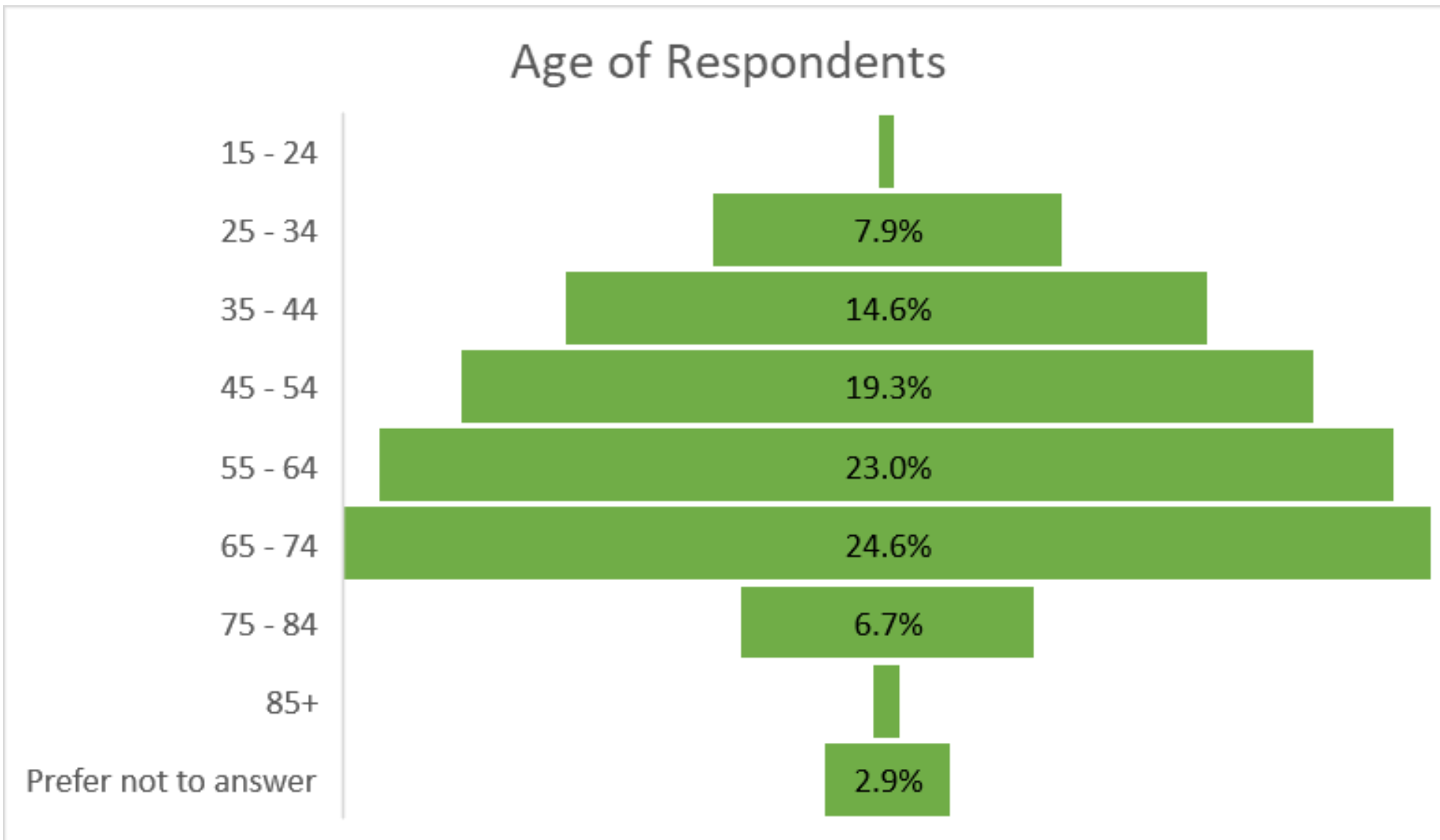


Residence of Respondents



Gender of Respondents

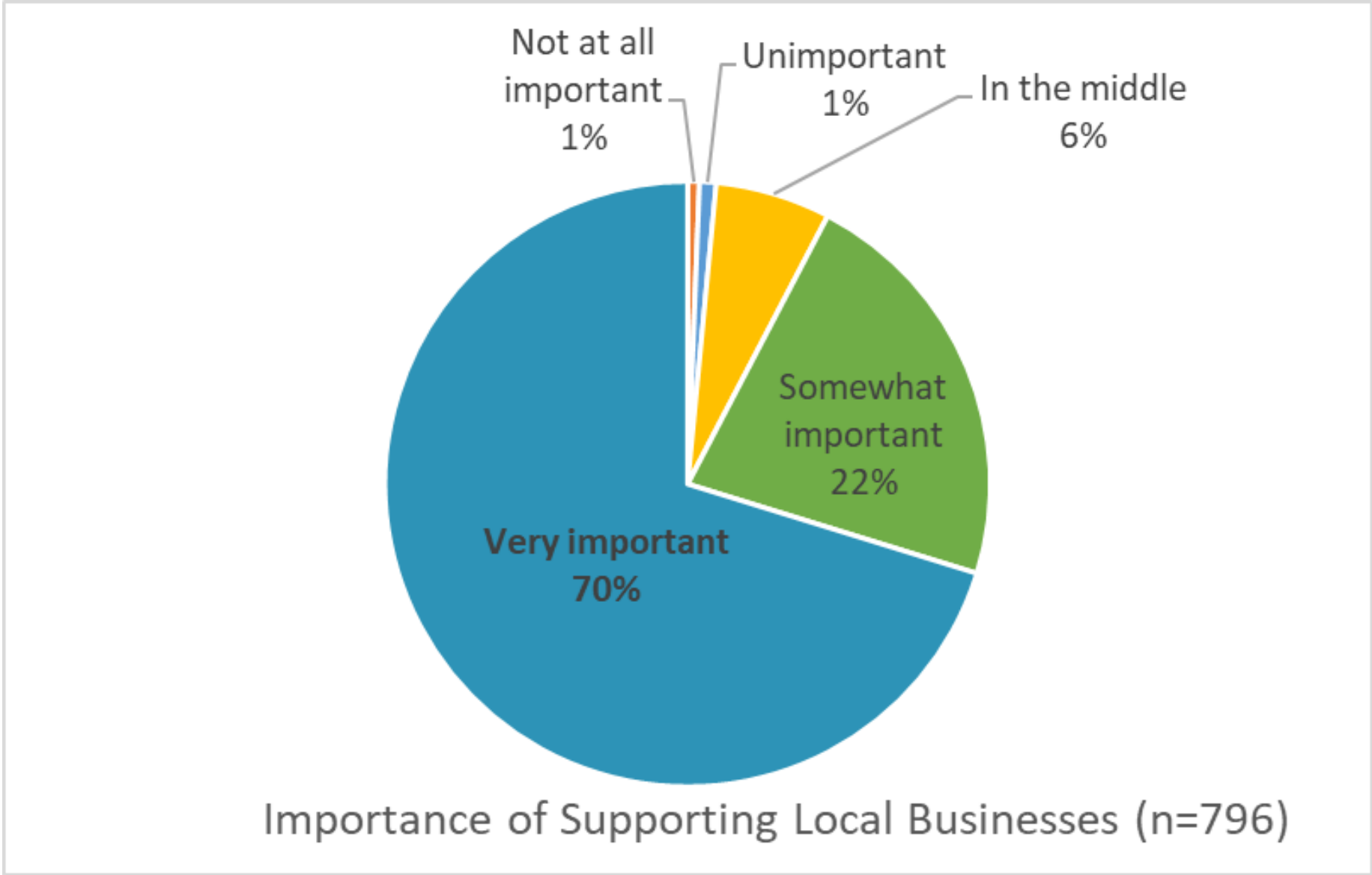
Survey Respondents



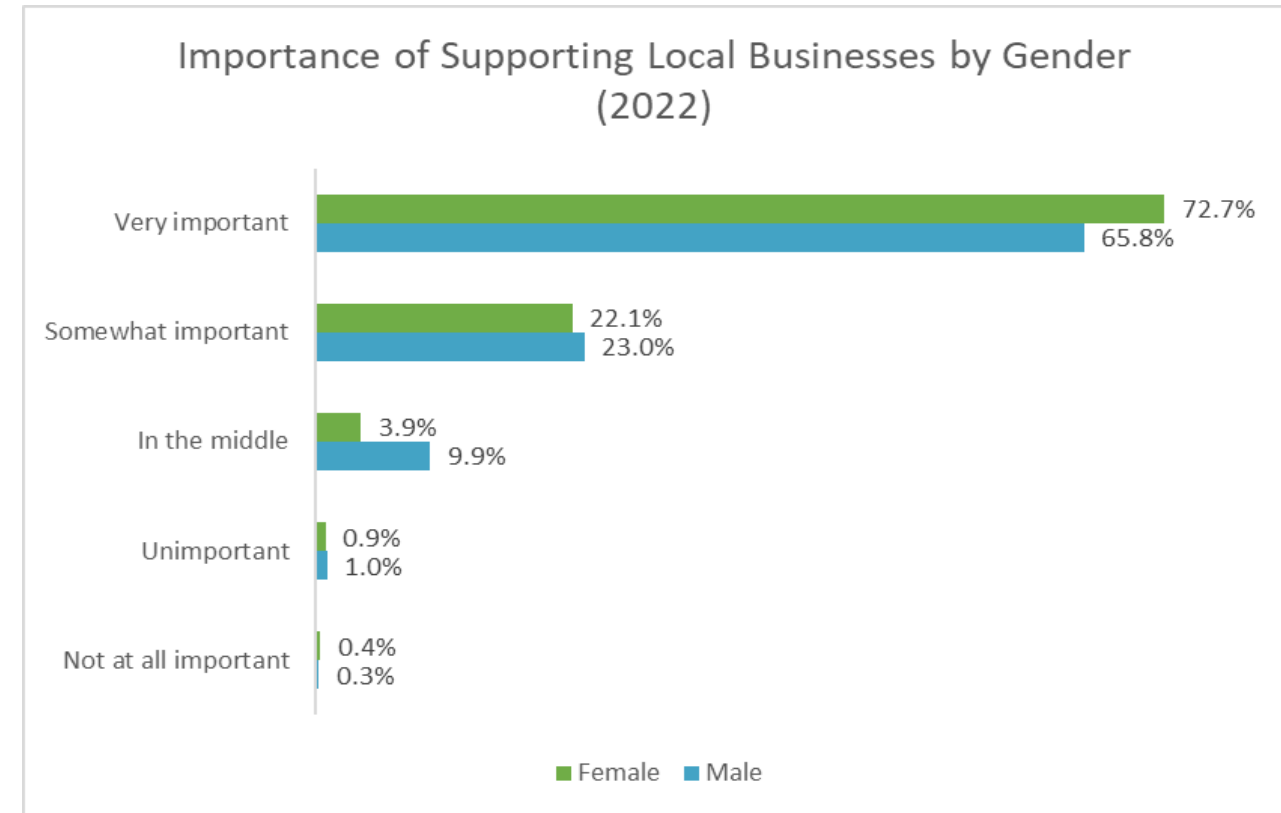
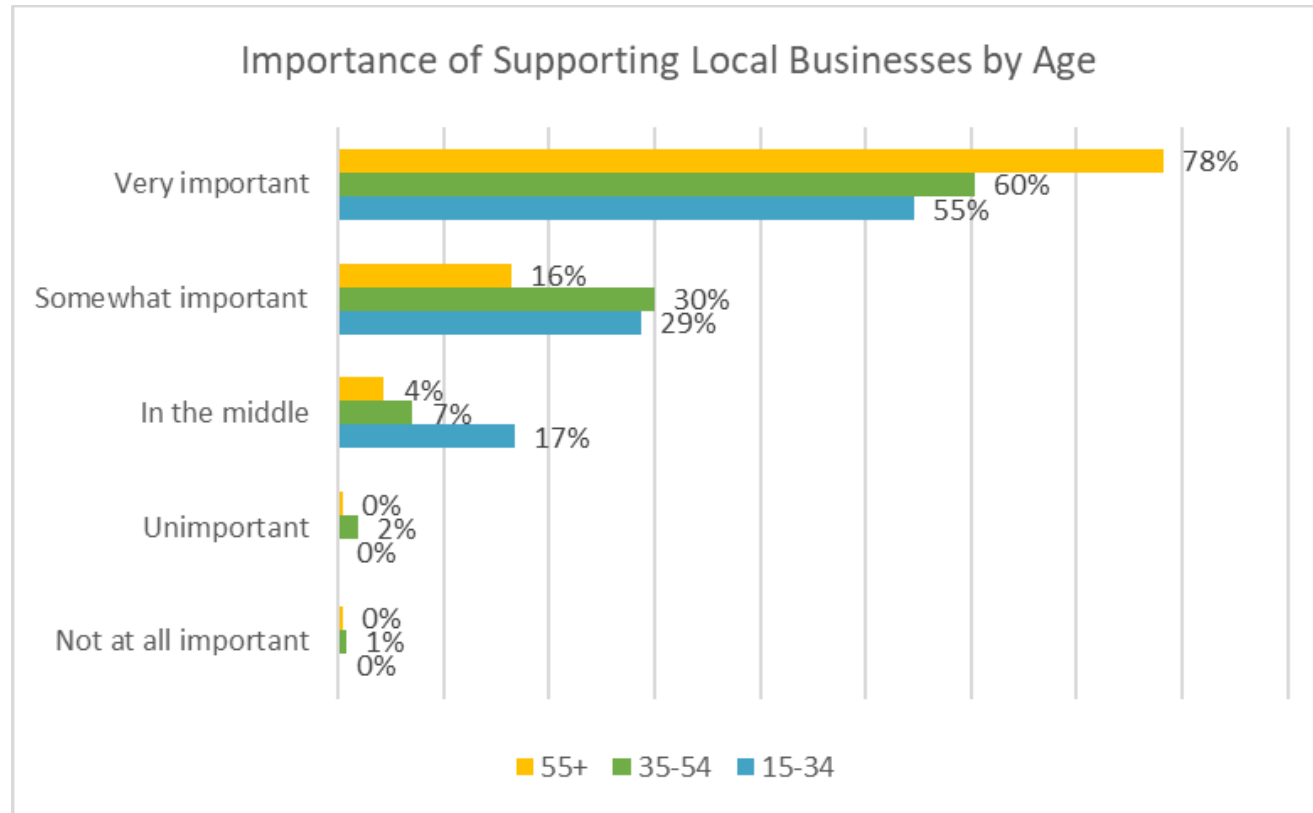
- Only 3 respondents were between 15-24 years old
- 75% of respondents were over 45 years old

How important do you think it is to support local businesses?

(Local includes businesses in Sherwood Park or Strathcona County)

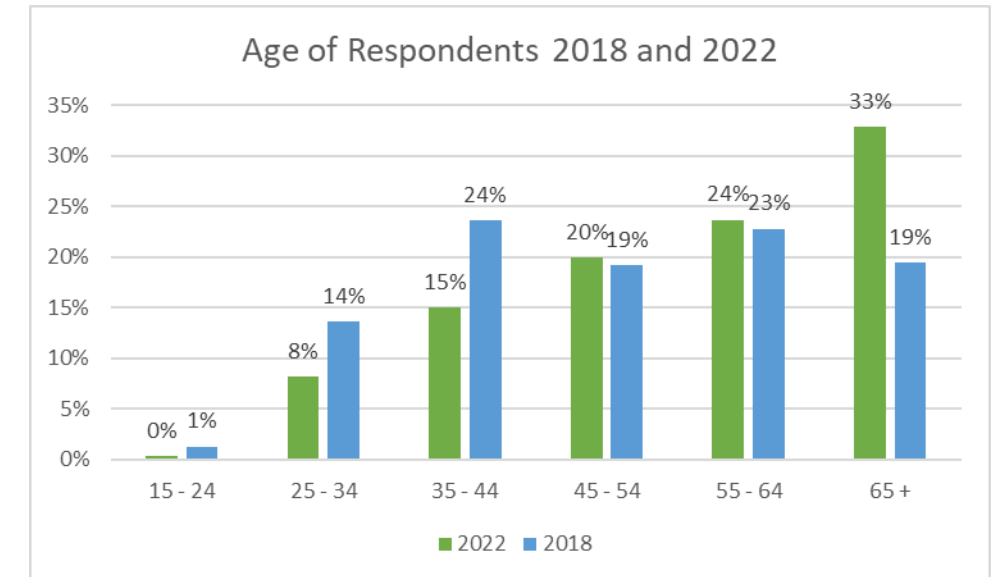
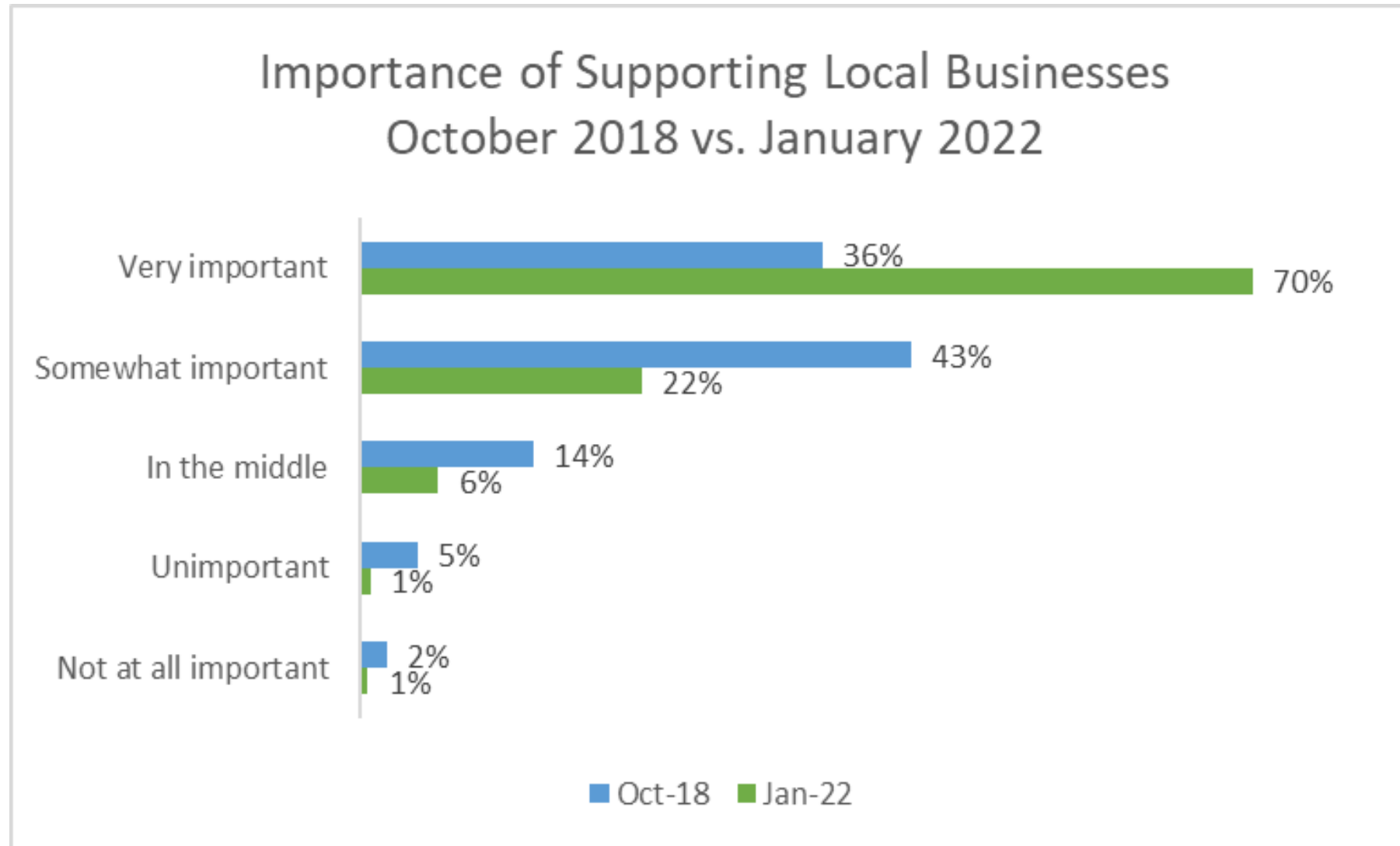


Impact of Demographics on Support for Local Businesses



- There is strong belief in the importance of supporting local businesses across all demographics.
- Support is slightly stronger with women and increases with age
- There was no difference between rural and urban opinion on this question.

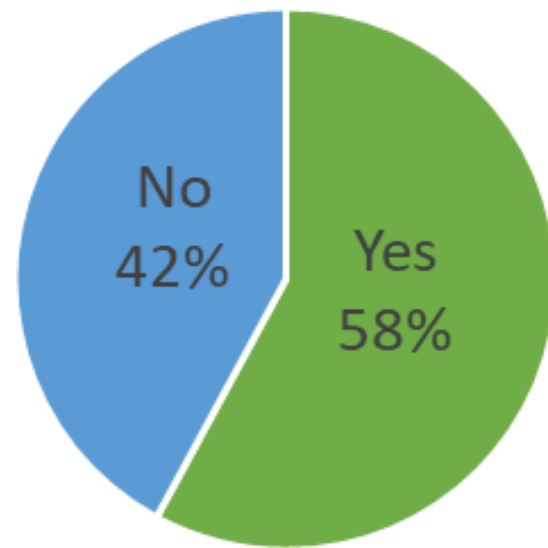
Importance of Supporting Local Businesses- 2018 vs. 2022



- Significant increase in the number of respondents rating it *Very Important* to support local businesses.
- Some, but not all, of this difference can be explained by the increased age of respondents in 2022.

Are there products or services that you cannot purchase in Strathcona County that you would like to?

Desired Products not Available in Strathcona County?



- 311 respondents provided information about products and services they would like to see in Strathcona County.
- The most common categories:
 - Electronics stores
 - Furniture stores
 - Clothing stores
 - Restaurants
 - Specialty stores- with quality/unique goods

Has the pandemic changed how often you shop locally?



- Results collected in 2022 were compared to those collected in November 2020. Results suggest respondents may be shopping less online and slowly returning to their previous local shopping patterns, although almost half of respondents still report shopping less than usual.

Note: Demographics of survey respondents were very similar on the two surveys.

Has the pandemic changed how often you shop locally?

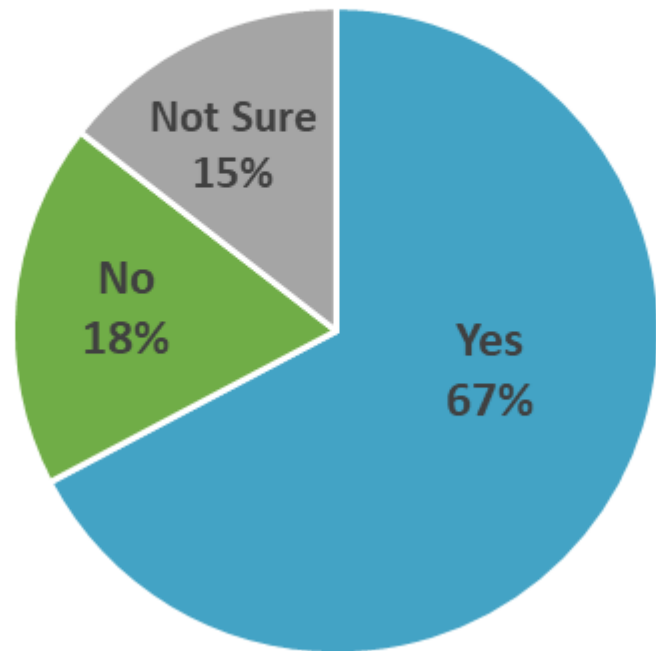
Self-Reported Local Shopping Habits 2022
Male vs. Female



- Female respondents reported a significantly larger reduction in their shopping than male respondents.

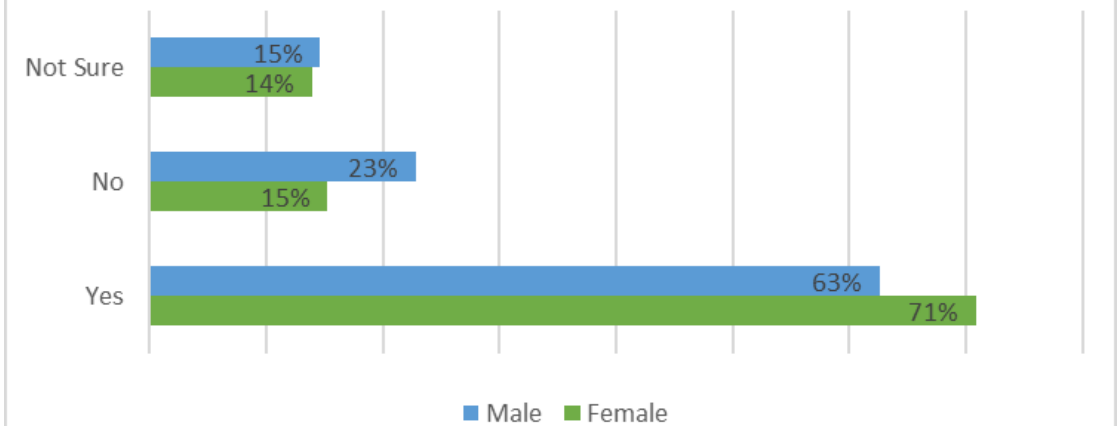
Awareness of “Support Local” Marketing and Communications

Have you noticed any marketing or communications around shop or support local business? (n=773)



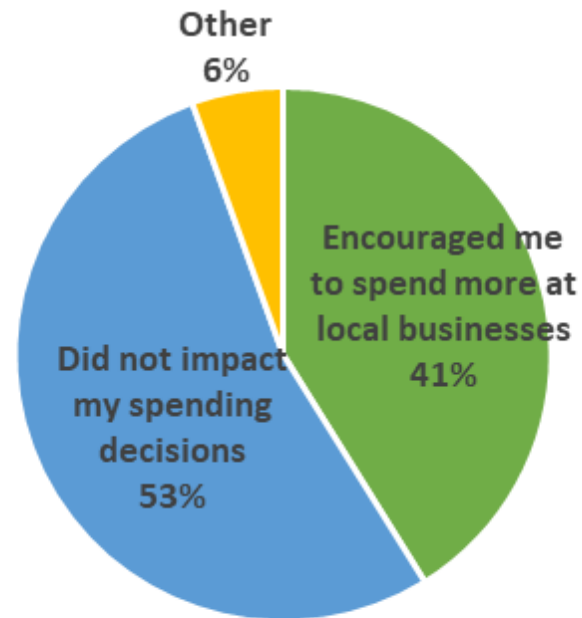
- Female respondents reported higher levels of awareness of the marketing campaigns.
- There was no notable difference in awareness based on age or location of residence.

Have you noticed any marketing or communications around shop or support local business? Male vs. Female



Has this messaging influenced your spending decisions?

Has this messaging influenced your spending decisions? (n=508)



For those responding “other” (n=28), most responses suggested the messaging has not influenced their decisions because:

- They already shopped locally (although some appreciated the reminder)
- They checked local first, but safety/price/convenience were the biggest drivers when deciding where to shop.

Takeaways

- Most residents believe supporting local businesses in our community is important, with 92% indicating it is Very or Somewhat Important. This belief has increased since 2018.
 - Belief in the importance of shopping locally increases with age and is strongest in women.
- The majority of respondents feel there are goods and services they want to buy that are unavailable locally, such as electronics, furniture, clothing, specialty stores and restaurants.
- Almost half of respondents still report that they shop less overall than before the pandemic; women report a greater reduction in their overall shopping than men.
- 2/3 of respondents were aware of “support local” communications. Awareness was higher amongst women.
 - 41% of those who were aware of marketing and communications indicated it did encourage them to spend more at local businesses.