



# Strathcona County Retail Market Survey

## Computer Tables

October 2010

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1. HOW OFTEN, IF AT ALL, DO YOU TRAVEL OUTSIDE OF SHERWOOD PARK OR STRATHCONA COUNTY FOR SHOPPING PURPOSES?

	AREA OF RESIDENCE			GENDER		AGE			HH COMPOSITION				WORKPLACE				
	TOTAL	SHERWOOD PARK	OTHER STRATHCONA	MALE	FEMALE	18-34	35-54	55+	SINGLE	COUPLE	FAMILY W/KIDS <18	FAMILY W/ADULT KIDS ONLY	EDMONTON	SHERWOOD PARK	OTHER STRATHCONA	OTHER AREA	NOT EMP.
	--A--	---B---	----C----	--D--	---E---	---F---	---G---	---H---	---I---	---J---	---K---	---L---	---M---	---N---	---O---	---P---	---Q---
TOTAL INTERVIEWS (ACTUAL)	500	377	123	240	260	110	216	174	105	197	148	48	190	66	37	22	183
TOTAL INTERVIEWS (WEIGHTED)	500 100.0	375 100.0	125 100.0	246 100.0	254 100.0	136 100.0	224 100.0	140 100.0	100 100.0	184 100.0	163 100.0	51 100.0	204 100.0	69 100.0	40 100.0	23 100.0	162 100.0
MORE THAN ONCE A WEEK	66 13.3	48 12.7	19 14.9	34 13.7	33 12.8	13 9.7	36 15.9	18 12.7	13 12.7	28 15.2	16 10.0	9 18.4	33 16.1	8 11.7	3 8.2	7 30.4	15 9.4
ABOUT ONCE A WEEK	142 28.4	116 30.9 C	26 20.9	75 30.6	67 26.2	55 40.1	55 24.7	32 22.8	25 24.9	49 26.7	51 31.5	17 32.5	65 32.0	22 32.2	11 26.9	5 22.9	38 23.7
ABOUT ONCE EVERY TWO TO THREE WEEKS	114 22.9	82 21.8	33 26.1	56 22.7	58 23.0	32 23.4	56 24.9	27 19.1	22 22.1	41 22.3	43 26.2	9 16.6	45 22.1	17 25.1	12 29.4	6 28.1	33 20.2
ABOUT ONCE A MONTH	90 18.0	65 17.5	24 19.5	38 15.4	52 20.5	17 12.6	44 19.8	28 20.2	13 13.2	35 19.1	32 20.0	8 15.7	34 16.8	12 16.8	4 10.7	4 18.5	35 21.9
ABOUT ONCE EVERY TWO TO THREE MONTHS	40 8.1	32 8.5	9 6.9	22 8.8	19 7.4	12 8.8	13 5.6	16 11.4 G	11 10.9	14 7.8	8 5.2	6 10.8	14 6.8	4 5.5	4 11.3	-	17 10.6
LESS OFTEN	47 9.4	33 8.7	15 11.6	21 8.7	26 10.2	7 5.4	21 9.2	19 13.8 F	16 16.3 K	16 8.8	12 7.2	3 6.0	13 6.2	6 8.7	5 13.5	-	23 14.3 M

T-TEST A-Z= .95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ  
 Z-TEST A-Z= .95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ

1. HOW OFTEN, IF AT ALL, DO YOU TRAVEL OUTSIDE OF SHERWOOD PARK OR STRATHCONA COUNTY FOR SHOPPING PURPOSES?

	TRAVEL FREQUENCY TO SHOP OUTSIDE STRATHCONA				SHOPPING AREAS/MALLS VISITED					
	TOTAL	WEEKLY OR MORE	1-3 TIMES A MONTH	LESS OFTEN	SOUTH EDMONTON COMMON	SOUTHGATE MALL	WEST EDMONTON MALL	KINGSWAY MALL	SOUTHSIDE	OTHER
	--A--	---B---	----C----	--D--	----E---	----F----	----G---	----H---	----I----	--J--
TOTAL INTERVIEWS (ACTUAL)	500	202	202	96	146	129	72	62	54	249
TOTAL INTERVIEWS (WEIGHTED)	500 100.0	208 100.0	204 100.0	88 100.0	155 100.0	127 100.0	79 100.0	64 100.0	58 100.0	250 100.0
MORE THAN ONCE A WEEK	66 13.3	66 31.9	-	-	28 18.3	25 19.8	11 14.1	9 14.4	10 16.6	42 16.8
ABOUT ONCE A WEEK	142 28.4	142 68.1	-	-	45 28.7	42 33.0	30 38.3	20 30.7	21 36.3	78 31.1
ABOUT ONCE EVERY TWO TO THREE WEEKS	114 22.9	-	114 56.0	-	46 29.6	35 27.8	19 24.3	13 20.4	17 29.3	62 24.7
ABOUT ONCE A MONTH	90 18.0	-	90 44.0	-	27 17.4	17 13.5	12 15.0	19 29.5	7 12.8	45 17.9
ABOUT ONCE EVERY TWO TO THREE MONTHS	40 8.1	-	-	40 46.1	9 6.0	8 5.9	7 8.3	3 5.0	3 5.0	24 9.6
LESS OFTEN	47 9.4	-	-	47 53.9	-	-	-	-	-	-

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 Z-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ

2. WHERE DO YOU TEND TO SHOP OUTSIDE STRATHCONA COUNTY?  
 BASE: TOTAL TRAVEL OUTSIDE OF STRATHCONA COUNTY FOR SHOPPING PURPOSES AT LEAST ONCE EVERY 3 MONTHS

	AREA OF RESIDENCE			GENDER		AGE			HH COMPOSITION				WORKPLACE				
	TOTAL	SHERWOOD PARK	OTHER STRATHCONA	MALE	FEMALE	18-34	35-54	55+	SINGLE	COUPLE	FAMILY W/KIDS <18	FAMILY W/ADULT KIDS ONLY	EDMONTON	SHERWOOD PARK	OTHER STRATHCONA	OTHER AREA	NOT EMP.
	--A--	---B---	----C----	--D--	--E---	--F--	--G--	--H--	---I---	---J--	---K---	---L---	---M---	---N---	---O---	---P--	---Q--
TOTAL INTERVIEWS (ACTUAL)	446	339	107	219	227	104	196	146	84	178	137	45	178	60	32	22	152
TOTAL INTERVIEWS (WEIGHTED)	453 100.0	342 100.0	110 100.0	225 100.0	228 100.0	129 100.0	203 100.0	121 100.0	84 100.0	168 100.0	151 100.0	48 100.0	191 100.0	63 100.0	34 100.0	23 100.0	139 100.0
EDMONTON	418 92.2	310 90.6	107 97.3 B	203 90.2	215 94.2	126 98.3 GH	187 91.9	104 86.3	78 93.4	147 87.3	147 97.2 J	44 91.6	181 94.5	56 89.0	32 93.9	20 87.2	126 90.9
SOUTH EDMONTON COMMON	155 34.3	125 36.6	30 27.1	72 32.1	83 36.4	55 42.6 H	74 36.3 H	27 22.2	28 33.5	40 23.9	73 48.3 IJL	14 29.4	80 41.9 Q	20 30.7	10 29.0	5 23.5	40 29.1
SOUTHGATE MALL	127 28.0	105 30.6 C	22 20.1	56 24.8	71 31.2	37 28.8	48 23.6	42 34.7 G	19 22.8	46 27.2	46 30.6	15 31.2	59 31.1	17 27.0	7 21.3	3 13.7	39 28.0
WEST EDMONTON MALL	79 17.3	61 17.9	17 15.5	38 17.0	40 17.6	39 30.5 GH	28 14.0	11 9.0	12 14.9	22 12.8	33 21.7 J	11 22.0	26 13.7	18 28.0 MQ	11 32.6 MQ	2 9.7	21 15.2
KINGSWAY MALL	64 14.2	48 14.1	16 14.5	23 10.1	41 18.1 D	24 18.9	24 11.9	16 12.9	13 15.1	20 12.2	21 14.2	10 19.7	29 15.1	7 11.5	5 13.5	2 9.7	21 15.2
SOUTHSIDE	58 12.8	32 9.3	26 23.6 B	32 14.1	26 11.5	18 14.0	29 14.2	11 9.0	15 18.0	23 13.7	15 9.7	5 10.6	28 14.5	6 9.5	5 15.4	5 22.5	14 9.8
BONNIE DOON	32 7.0	17 5.0	14 13.1 B	10 4.6	21 9.3 D	5 3.7	11 5.3	16 13.2 FG	8 9.0	15 9.2	7 4.3	2 4.3	10 5.1	4 6.6	2 6.2	-	16 11.2 M
WHYTE AVE / OLD STRATHCONA	24 5.4	22 6.4	3 2.3	9 4.1	15 6.7	10 8.1	10 5.0	4 3.1	4 4.5	9 5.2	8 5.4	4 7.9	13 6.8 Q	8 13.1 Q	1 3.3	-	2 1.5
DOWNTOWN / CITY CENTRE MALL	21 4.6	18 5.3	3 2.4	9 4.1	12 5.1	9 6.9	7 3.4	5 4.2	6 7.5	6 3.5	7 4.6	1 2.0	14 7.4	-	1 2.9	-	6 4.1
LONDONDERRY MALL	15 3.3	10 2.9	5 4.8	8 3.7	7 3.0	2 1.8	9 4.6	3 2.8	2 2.7	8 4.5	5 3.5	-	4 1.9	1 1.7	2 6.6	1 4.4	7 5.1
CAPILANO MALL	12 2.6	7 2.1	4 4.1	6 2.7	6 2.5	1 0.9	3 1.5	8 6.3 FG	3 3.6	6 3.4	3 2.1	-	4 2.1	1 1.4	1 2.9	1 4.7	5 3.5
MILLWOODS MALL	9 2.0	8 2.4	1 0.9	7 3.2	2 0.8	3 2.6	4 1.9	2 1.5	2 2.4	2 1.1	4 2.8	1 2.0	6 3.2	1 1.4	1 2.9	1 4.2	-
OTHER EDMONTON	115 25.4	89 26.1	25 23.0	62 27.6	53 23.2	23 17.9	55 26.9	37 30.8 F	28 33.2 K	48 28.6 K	27 18.0	12 24.8	48 24.9	17 26.4	11 30.7	3 13.2	36 25.9

(CONTINUED)  
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2. WHERE DO YOU TEND TO SHOP OUTSIDE STRATHCONA COUNTY?  
 BASE: TOTAL TRAVEL OUTSIDE OF STRATHCONA COUNTY FOR SHOPPING PURPOSES AT LEAST ONCE EVERY 3 MONTHS

	AREA OF RESIDENCE			GENDER		AGE			HH COMPOSITION				WORKPLACE				
	TOTAL	SHERWOOD PARK	OTHER STRATHCONA	MALE	FEMALE	18-34	35-54	55+	SINGLE	COUPLE	FAMILY W/KIDS <18	FAMILY W/ADULT KIDS ONLY	EDMONTON	SHERWOOD PARK	OTHER STRATHCONA	OTHER AREA	NOT EMP.
	--A--	---B---	----C----	--D--	--E--	--F--	--G--	--H--	---I--	---J--	---K--	---L---	---M---	---N---	---O---	---P---	---Q---
TOTAL INTERVIEWS (ACTUAL)	446	339	107	219	227	104	196	146	84	178	137	45	178	60	32	22	152
TOTAL INTERVIEWS (WEIGHTED)	453	342	110	225	228	129	203	121	84	168	151	48	191	63	34	23	139
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OTHER LOCATION	23	16	7	6	17	3	14	6	4	13	5	1	9	4	-	3	6
-----	5.0	4.7	5.9	2.6	7.3 D	2.1	6.7	5.3	4.7	7.5	3.4	2.2	4.9	6.5	-	12.4	4.6
FORT SASKATCHEWAN	10	6	4	2	8	3	5	2	2	6	2	-	4	1	-	1	4
	2.2	1.8	3.2	0.9	3.4	2.1	2.6	1.5	2.5	3.4	1.3	-	1.8	1.7	-	3.8	3.1
OTHER	13	10	3	4	9	-	8	5	2	7	3	1	6	3	-	2	2
	2.9	2.9	2.7	1.8	3.9	-	4.1	3.8	2.2	4.1	2.1	2.2	3.0	4.8	-	8.5	1.5
DON'T KNOW	27	25	2	19	8	2	11	14	6	15	3	4	9	5	2	1	11
	6.0	7.4 C	1.8	8.5 E	3.7	1.7	5.5	11.5 F	6.6	8.7 K	2.1	8.4 K	4.4	7.9	6.1	4.7	7.7

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	TRAVEL FREQUENCY TO SHOP OUTSIDE STRATHCONA				SHOPPING AREAS/MALLS VISITED					
	TOTAL	WEEKLY OR MORE	1-3 TIMES A MONTH	LESS OFTEN	SOUTH EDMONTON COMMON	SOUTHGATE MALL	WEST EDMONTON MALL	KINGSWAY MALL	SOUTHSIDE	OTHER
	--A--	---B---	----C----	--D--	----E----	----F----	----G----	----H----	----I----	---J---
TOTAL INTERVIEWS (ACTUAL)	446	202	202	42	146	129	72	62	54	249
TOTAL INTERVIEWS (WEIGHTED)	453	208	204	40	155	127	79	64	58	250
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EDMONTON	418	188	191	39	155	127	79	64	58	242
-----	92.2	90.1	93.6	96.3	100.0 J	100.0 J	100.0	100.0	100.0	96.9
SOUTH EDMONTON COMMON	155	73	73	9	155	54	34	21	4	47
	34.3	35.0	35.8	23.1	100.0 FGHJ	42.9 IJ	43.2 IJ	32.8 IJ	7.0	18.7 I
SOUTHGATE MALL	127	67	53	8	54	127	29	20	5	50
	28.0	32.2	25.7	18.6	35.1 IJ	100.0 EGHJ	37.3 IJ	30.4 I	9.0	19.8
WEST EDMONTON MALL	79	41	31	7	34	29	79	18	6	31
	17.3	19.8	15.1	16.1	21.8 IJ	23.1 IJ	100.0 EFHJ	28.2 IJ	10.0	12.5
KINGSWAY MALL	64	29	32	3	21	20	18	64	4	28
	14.2	13.9	15.6	8.0	13.5	15.4	23.0 IJ	100.0 EFGJ	6.1	11.1
SOUTHSIDE	58	31	24	3	4	5	6	4	58	58
	12.8	14.7	11.9	7.2	2.6	4.1	7.4	5.5	100.0 EFGH	23.1 EFGH
BONNIE DOON	32	11	16	4	4	11	3	5	3	32
	7.0	5.4	8.0	9.8	2.8	8.4 E	4.1	7.8	4.7	12.6 EG
WHYTE AVE / OLD STRATHCONA	24	14	8	3	9	12	8	5	1	24
	5.4	6.7	3.7	7.4	5.8	9.1	10.2	7.5	1.9	9.8 I
DOWNTOWN / CITY CENTRE MALL	21	10	9	1	8	6	1	5	1	21
	4.6	5.0	4.4	3.7	5.4	4.9	1.4	7.5	2.4	8.4 G
LONDONDERRY MALL	15	7	8	-	2	1	2	6	-	15
	3.3	3.3	4.0	-	1.6	0.7	2.7	9.9 EF	-	6.0 EF
CAPILANO MALL	12	5	5	2	3	2	1	1	-	12
	2.6	2.6	2.3	4.6	1.9	1.5	1.3	1.6	-	4.7
MILLWOODS MALL	9	8	1	-	1	3	2	1	1	9
	2.0	3.9 C	0.4	-	0.7	2.5	2.7	1.6	1.7	3.6
OTHER EDMONTON	115	54	49	12	18	17	9	5	13	115
	25.4	26.0	23.8	30.5	11.4	13.7	10.9	8.6	23.3 EH	46.0 EFGHI

(CONTINUED)  
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	TOTAL	WEEKLY OR MORE	1-3 TIMES A MONTH	LESS OFTEN	SOUTH EDMONTON COMMON	SOUTHGATE MALL	WEST EDMONTON MALL	KINGSWAY MALL	SOUTHSIDE	OTHER
	--A--	---B---	----C----	--D--	----E---	----F----	----G---	----H---	----I----	--J--
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TOTAL INTERVIEWS (WEIGHTED)	453	208	204	40	155	127	79	64	58	250
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
OTHER LOCATION	23	12	10	1	7	6	5	2	2	23
-----	5.0	5.6	4.7	3.4	4.4	4.8	5.7	3.6	2.7	9.1
FORT SASKATCHEWAN	10	4	4	1	2	-	1	1	1	10
	2.2	2.0	2.1	3.4	1.5		1.7	2.2	1.8	3.9
OTHER	13	8	5	-	5	6	3	1	1	13
	2.9	3.7	2.6		2.9	4.8	4.0	1.4	0.9	5.2
DON'T KNOW	27	15	11	1	-	-	-	-	-	-
	6.0	7.1	5.4	3.7						

T-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ  
 Z-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ

3. WHY DO YOU SHOP AT THESE MALLS OR AREAS? ANY OTHER REASONS?  
 BASE: TOTAL TRAVEL OUTSIDE OF STRATHCONA COUNTY FOR SHOPPING PURPOSES AT LEAST ONCE EVERY 3 MONTHS

	AREA OF RESIDENCE			GENDER		AGE			HH COMPOSITION				WORKPLACE				
	TOTAL	SHERWOOD PARK	OTHER STRATHCONA	MALE	FEMALE	18-34	35-54	55+	SINGLE	COUPLE	FAMILY W/KIDS <18	FAMILY W/ADULT KIDS ONLY	EDMONTON	SHERWOOD PARK	OTHER STRATHCONA	OTHER AREA	NOT EMP.
	--A--	---B---	---C---	--D--	--E---	--F--	--G--	--H--	---I---	---J---	---K---	---L---	---M---	---N---	---O---	---P---	---Q---
TOTAL INTERVIEWS (ACTUAL)	446	339	107	219	227	104	196	146	84	178	137	45	178	60	32	22	152
TOTAL INTERVIEWS (WEIGHTED)	453	342	110	225	228	129	203	121	84	168	151	48	191	63	34	23	139
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VARIETY AND SELECTION	318	250	68	155	164	105	137	76	59	111	113	33	135	44	25	14	100
	70.3	73.0 C	61.9	68.8	71.7	81.8 GH	87.2	63.1	70.1	66.4	75.2	67.5	70.4	69.4	72.0	59.9	72.2
BETTER VARIETY/SELECTION OF STORES	255	204	51	130	125	84	117	55	48	86	89	30	116	36	17	13	73
	56.4	59.5 C	46.6	57.8	55.0	65.0 H	67.3 H	45.5	57.6	51.0	59.1	62.4	60.7	57.3	49.4	55.0	52.8
CLOTHING STORES / SPECIFIC MENTIONS	108	85	24	45	63	48	35	25	28	36	40	5	44	15	10	4	34
	23.9	24.8	21.4	20.0	27.8	37.2 GH	17.4	20.7	33.1 JL	21.2	26.6 L	10.0	23.0	23.7	29.0	18.4	24.5
ELECTRONICS / SPECIFIC STORE MENTIONS	43	31	12	29	13	19	16	7	12	11	19	1	16	7	5	3	11
	9.4	9.1	10.4	13.0 E	5.9	14.8 H	8.1	6.1	13.8 L	6.6	12.6 L	2.3	8.6	10.3	16.0	14.7	7.8
FURNITURE / HOUSEWARES / SPECIFIC STORE MENTIONS	42	30	12	14	27	10	19	12	7	18	15	2	15	8	3	2	13
	9.2	8.8	10.5	6.3	12.0 D	8.1	9.3	10.1	8.7	10.6	9.6	4.3	7.8	12.6	9.0	9.6	9.7
ITEMS FOR CHILDREN / SPECIFIC STORE MENTIONS	19	18	1	3	16	9	6	3	3	5	11	-	10	2	1	-	6
	4.1	5.2	1.0	1.4	6.9 D	7.2	3.1	2.6	4.1	2.8	7.0	-	5.0	3.8	3.2	-	4.1
SHOE STORES / SPECIFIC MENTIONS	18	16	3	4	14	4	6	8	7	6	5	1	5	2	1	-	10
	4.1	4.6	2.4	1.8	6.3 D	3.2	3.1	6.5	8.3	3.3	3.2	2.1	2.8	3.3	4.0	-	6.9
HARDWARE / SPECIFIC STORE MENTIONS	13	8	5	12	1	1	9	3	2	6	5	-	5	1	2	2	3
	2.9	2.3	4.5	5.4 E	0.4	0.9	4.4	2.4	2.4	3.5	3.4	-	2.7	1.6	5.7	8.5	2.1
CONVENIENT LOCATION	121	77	44	62	59	33	62	26	20	46	46	9	69	15	5	9	22
	26.7	22.4	40.1 B	27.5	25.9	25.9	30.5	21.2	23.7	27.5	30.6	18.1	36.0 OQ	24.4	15.3	40.3	15.9
SPECIALTY STORES / ITEMS	46	34	13	24	23	14	21	12	8	13	20	4	19	13	2	3	9
	10.2	9.8	11.4	10.5	9.9	10.6	10.3	9.7	10.1	8.0	13.1	9.2	10.0	20.0 MQ	6.0	14.1	6.5
SEARS	31	23	8	14	17	5	14	13	9	13	7	3	11	5	3	1	11
	6.9	6.8	7.2	6.3	7.5	3.9	6.7	10.5 F	10.3	7.6	4.4	6.3	5.5	7.4	9.0	4.7	7.7
BAY	29	28	2	12	17	5	11	13	6	13	6	5	10	3	3	2	10
	6.5	8.1 C	1.5	5.3	7.6	4.1	5.6	10.5	6.6	7.6	3.9	10.6	5.1	5.1	9.0	9.4	7.2
GROCERIES	18	13	6	10	8	1	8	9	2	10	5	1	4	4	1	1	8
	4.0	3.7	5.2	4.5	3.6	0.9	4.0	7.4 F	2.9	5.7	3.5	2.1	2.1	6.2	2.9	3.8	6.1

(CONTINUED)  
 T-TEST A-Z=.95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ  
 Z-TEST A-Z=.95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ

3. WHY DO YOU SHOP AT THESE MALLS OR AREAS? ANY OTHER REASONS?  
 BASE: TOTAL TRAVEL OUTSIDE OF STRATHCONA COUNTY FOR SHOPPING PURPOSES AT LEAST ONCE EVERY 3 MONTHS

	AREA OF RESIDENCE			GENDER		AGE			HH COMPOSITION				WORKPLACE				
	TOTAL	SHERWOOD PARK	OTHER STRATHCONA	MALE	FEMALE	18-34	35-54	55+	SINGLE	COUPLE	FAMILY W/KIDS <18	FAMILY W/ADULT KIDS ONLY	EDMONTON	SHERWOOD PARK	OTHER STRATHCONA	OTHER AREA	NOT EMP.
	--A--	---B---	----C----	--D--	--E---	--F--	--G--	--H--	---I--	---J--	---K--	---L---	---M---	---N---	---O---	---P---	---Q---
TOTAL INTERVIEWS (ACTUAL)	446	339	107	219	227	104	196	146	84	178	137	45	178	60	32	22	152
TOTAL INTERVIEWS (WEIGHTED)	453	342	110	225	228	129	203	121	84	168	151	48	191	63	34	23	139
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WALMART	15	10	5	8	7	5	6	4	3	5	7	-	5	3	2	-	5
	3.3	2.9	4.8	3.7	3.0	3.9	3.1	3.2	3.8	3.0	4.6		2.4	4.8	6.5		3.8
AUTOMOTIVE	14	10	4	13	1	3	4	7	6	4	3	1	3	1	1	2	7
	3.2	3.0	3.8	5.9 E	0.5	2.6	2.0	5.8	7.4 K	2.4	2.1	2.3	1.7	1.7	2.9	9.2	5.0
MISCELLANEOUS	26	21	6	15	12	7	13	6	3	10	14	-	10	3	5	1	7
	5.8	6.1	5.0	6.5	5.2	5.3	6.6	5.1	3.8	5.7	9.1		5.4	4.3	15.6 MQ	4.9	4.9
NOTHING/NO COMMENT/NONE	26	19	7	16	10	3	12	11	5	12	4	5	9	3	2	-	12
	5.8	5.6	6.5	7.1	4.5	2.0	6.1	9.4 F	6.2	7.0	2.7	11.4 K	4.5	4.9	6.2		8.4

T-TEST A-Z=.95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ  
 Z-TEST A-Z=.95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ

3. WHY DO YOU SHOP AT THESE MALLS OR AREAS? ANY OTHER REASONS?  
 BASE: TOTAL TRAVEL OUTSIDE OF STRATHCONA COUNTY FOR SHOPPING PURPOSES AT LEAST ONCE EVERY 3 MONTHS

	TRAVEL FREQUENCY TO SHOP OUTSIDE STRATHCONA				SHOPPING AREAS/MALLS VISITED					
	TOTAL	WEEKLY OR MORE	1-3 TIMES A MONTH	LESS OFTEN	SOUTH EDMONTON COMMON	SOUTHGATE MALL	WEST EDMONTON MALL	KINGSWAY MALL	SOUTHSIDE	OTHER
	--A--	---B---	---C---	--D--	---E---	---F---	---G---	---H---	---I---	---J---
TOTAL INTERVIEWS (ACTUAL)	446	202	202	42	146	129	72	62	54	249
TOTAL INTERVIEWS (WEIGHTED)	453	208	204	40	155	127	79	64	58	250
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
VARIETY AND SELECTION	318	143	151	24	139	94	74	51	35	154
	70.3	68.8	74.0	59.2	89.6 FIJ	74.3 J	94.6 FHIJ	80.0 IJ	61.2	61.7
BETTER VARIETY/SELECTION OF STORES	255	120	122	13	115	79	55	42	29	119
	56.4	57.5 D	59.8 D	33.2	74.1 FIJ	62.5 J	70.0 IJ	65.5 J	49.6	47.5
CLOTHING STORES / SPECIFIC MENTIONS	108	47	53	9	56	40	33	18	11	48
	23.9	22.6	25.8	21.2	35.8 IJ	31.6 J	42.2 IJ	28.8	18.6	19.1
ELECTRONICS / SPECIFIC STORE MENTIONS	43	18	21	3	26	7	12	2	3	16
	9.4	8.8	10.5	7.4	16.7 FHIJ	5.6	14.9 FHIJ	3.5	4.5	6.3
FURNITURE / HOUSEWARES / SPECIFIC STORE MENTIONS	42	9	27	6	24	6	12	4	3	23
	9.2	4.2	13.4 B	13.8 B	15.6 FIJ	4.5	15.1 F	6.3	5.2	9.1
ITEMS FOR CHILDREN / SPECIFIC STORE MENTIONS	19	3	14	1	10	4	2	4	2	11
	4.1	1.6	6.9 B	3.4	6.8	3.2	3.1	6.0	3.6	4.4
SHOE STORES / SPECIFIC MENTIONS	18	7	10	2	12	8	7	6	2	8
	4.1	3.3	4.9	3.7	7.5	6.0	9.2 J	9.1 J	2.6	3.2
HARDWARE / SPECIFIC STORE MENTIONS	13	7	5	1	1	2	-	1	3	10
	2.9	3.3	2.5	2.4	0.6	1.7		1.7	5.1 E	3.9 E
CONVENIENT LOCATION	121	77	36	8	33	34	9	17	28	85
	26.7	36.7 CD	17.6	20.6	21.1	26.5 G	11.9	26.2 G	48.1 EFGH	34.1 EG
SPECIALTY STORES / ITEMS	46	15	27	4	17	9	8	5	4	27
	10.2	7.1	13.3 B	10.4	11.1	6.8	10.0	7.1	7.5	10.7
SEARS	31	13	16	2	11	9	4	7	1	15
	6.9	6.1	7.9	5.9	7.0	7.2	5.7	10.6	1.9	6.0
BAY	29	15	11	3	10	20	5	4	-	10
	6.5	7.4	5.2	8.4	6.6	15.4 EGJ	6.2	6.6		3.9
GROCERIES	18	9	8	1	5	3	3	1	1	13
	4.0	4.5	3.9	2.4	3.3	2.4	3.8	1.7	1.8	5.2

(CONTINUED)  
 T-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ  
 Z-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ

3. WHY DO YOU SHOP AT THESE MALLS OR AREAS? ANY OTHER REASONS?  
 BASE: TOTAL TRAVEL OUTSIDE OF STRATHCONA COUNTY FOR SHOPPING PURPOSES AT LEAST ONCE EVERY 3 MONTHS

	TRAVEL FREQUENCY TO SHOP OUTSIDE STRATHCONA				SHOPPING AREAS/MALLS VISITED					
	TOTAL	WEEKLY OR MORE	1-3 TIMES A MONTH	LESS OFTEN	SOUTH EDMONTON COMMON	SOUTHGATE MALL	WEST EDMONTON MALL	KINGSWAY MALL	SOUTHSIDE	OTHER
	--A--	---B---	----C----	--D--	---E---	----F----	----G----	----H----	----I----	--J--
TOTAL INTERVIEWS (ACTUAL)	446	202	202	42	146	129	72	62	54	249
TOTAL INTERVIEWS (WEIGHTED)	453	208	204	40	155	127	79	64	58	250
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
WALMART	15	8	7	-	9	2	5	1	-	8
	3.3	3.8	3.5		5.7	1.9	5.7	1.7		3.0
AUTOMOTIVE	14	3	7	4	3	1	1	-	4	11
	3.2	1.4	3.6	10.2 B	2.0	0.8	1.4		7.1 F	4.5
MISCELLANEOUS	26	11	13	3	6	7	9	3	1	16
	5.8	5.0	6.5	6.8	3.9	5.3	11.8 EI	5.1	1.7	6.3
NOTHING/NO COMMENT/NONE	26	13	10	3	1	6	2	2	3	17
	5.8	6.1	5.0	8.6	0.6	4.6 E	2.7	3.2	5.4 E	6.7 E

T-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ  
 Z-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ

4. WHICH, IF ANY, OF THE FOLLOWING TYPES OF PRODUCTS DO YOU TEND TO PURCHASE OUTSIDE STRATHCONA COUNTY?  
 BASE: TOTAL TRAVEL OUTSIDE OF STRATHCONA COUNTY FOR SHOPPING PURPOSES AT LEAST ONCE EVERY 3 MONTHS

	AREA OF RESIDENCE								HH COMPOSITION				WORKPLACE					
	TOTAL --A--	SHERWOOD PARK		OTHER STRATHCONA		GENDER		AGE		SINGLE --I--	COUPLE --J--	FAMILY W/KIDS <18 --K--	FAMILY W/ADULT KIDS ONLY --L--	EDMONTON --M--	SHERWOOD PARK --N--	OTHER STRATHCONA --O--	OTHER AREA --P--	NOT EMP. --Q--
		---B---	---C---	---D---	---E---	---F---	---G---	---H---										
TOTAL INTERVIEWS (ACTUAL)	446	339	107	219	227	104	196	146	84	178	137	45	178	60	32	22	152	
TOTAL INTERVIEWS (WEIGHTED)	453 100.0	342 100.0	110 100.0	225 100.0	228 100.0	129 100.0	203 100.0	121 100.0	84 100.0	168 100.0	151 100.0	48 100.0	191 100.0	63 100.0	34 100.0	23 100.0	139 100.0	
HOUSEHOLD FURNISHINGS AND HOME ACCESSORIES	346 76.4	260 75.8	87 78.3	162 72.3	184 80.5 D	90 69.7	164 80.7 F	92 76.4	62 73.7	132 78.7 L	121 79.9 L	30 61.7	152 79.6	48 75.8	26 75.3	18 76.6	101 72.4	
ADULT CLOTHING	338 74.6	258 75.2	80 72.5	161 71.6	177 77.5	104 80.8 H	150 73.6	84 69.6	61 73.5	116 69.4	119 78.5	39 81.0	150 78.3	46 73.2	26 74.6	16 68.4	98 70.8	
HOME ELECTRONICS	334 73.7	251 73.3	82 74.6	164 72.9	170 74.4	105 81.8 H	153 75.1 H	76 62.5	62 74.3	117 69.8	119 79.1	33 67.7	153 80.2 Q	47 73.7	29 84.2 Q	16 69.0	88 63.1	
LARGE APPLIANCES	290 64.0	209 61.1	81 72.9 B	144 64.1	146 63.9	75 58.1	135 66.2	80 66.5	52 62.5	112 67.0 L	100 66.1	24 50.4	128 67.1	35 55.9	22 65.4	14 63.0	88 63.4	
SHOES OR FOOTWEAR	275 60.7	203 59.2	72 65.4	139 62.0	136 59.5	89 69.2 G	112 55.1	74 61.3	47 56.3	97 58.0	95 63.1	33 68.9	118 61.8	36 56.9	20 59.3	14 59.8	86 61.8	
COMPUTER EQUIPMENT/ SOFTWARE	266 58.8	195 57.1	71 64.2	138 61.6	128 56.1	86 66.7 H	120 59.1	60 49.8	47 55.7	91 53.9	105 69.8 I	23 47.3	121 63.4	32 50.3	25 71.5 N	14 62.8	74 53.4	
AUTOMOBILES/VEHICLES	246 54.2	173 50.5	73 65.7 B	136 60.4 E	110 48.2	68 53.2	114 56.0	63 52.4	44 53.2	93 55.3	76 50.6	30 61.6	102 53.2	35 55.0	21 61.7	13 58.1	73 52.8	
GIFTWARE	222 49.0	171 49.9	51 46.4	99 44.1	123 53.8 D	76 59.1 G	93 45.7	53 43.9	37 44.7	91 54.0 K	64 42.4	29 59.3 K	99 51.9	27 42.9	15 44.0	16 67.7	64 45.9	
KITCHENWARE AND SMALL APPLIANCES	202 44.7	146 42.7	56 50.9	100 44.7	102 44.7	58 45.5	98 48.0	46 38.3	37 44.3	77 46.0	65 42.8	22 44.7	100 52.3 Q	26 40.6	14 40.3	13 55.4	49 35.3	
SPORTING GOODS	200 44.2	142 41.4	58 52.8 B	112 49.8 E	88 38.7	51 39.3	100 49.4	49 40.5	36 42.6	72 43.1	70 46.7	21 42.4	99 51.9 NQ	21 33.4	13 37.1	9 40.7	57 40.7	
CHILDREN'S CLOTHING	171 37.8	133 39.0	38 34.2	79 35.2	92 40.4	55 42.7 H	86 42.5 H	30 24.7	30 36.3 L	41 24.5	91 60.2 I	8 16.0	78 40.8	26 40.9	16 47.4	8 32.6	44 31.4	
PETS OR PET SUPPLIES	84 18.5	57 16.5	27 24.6	34 15.0	50 22.0	23 18.0	44 21.6	17 13.8	17 20.5	35 20.8	21 14.1	10 21.6	34 18.0	14 21.4	11 31.2 Q	3 14.0	22 15.7	
FOOD/GROCERIES	75 16.6	50 14.6	25 22.9 B	43 19.2	32 14.0	15 11.9	42 20.9 F	17 14.3	14 16.8	32 18.8 L	26 17.3	3 6.9	28 14.5	14 21.5	5 15.7	8 34.9	20 14.7	

(CONTINUED)  
 T-TEST A-Z=.95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ  
 Z-TEST A-Z=.95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ

4. WHICH, IF ANY, OF THE FOLLOWING TYPES OF PRODUCTS DO YOU TEND TO PURCHASE OUTSIDE STRATHCONA COUNTY?  
 BASE: TOTAL TRAVEL OUTSIDE OF STRATHCONA COUNTY FOR SHOPPING PURPOSES AT LEAST ONCE EVERY 3 MONTHS

	AREA OF RESIDENCE									HH COMPOSITION				WORKPLACE					
	TOTAL --A--	SHERWOOD PARK		OTHER STRATHCONA		GENDER		AGE			SINGLE ---I---	COUPLE ---J---	FAMILY W/KIDS <18 ---K---	FAMILY W/ADULT KIDS ONLY ---L---	EDMONTON ---M---	SHERWOOD PARK ---N---	OTHER STRATHCONA ---O---	OTHER AREA ---P---	NOT EMP. ---Q---
		---B---	---C---	MALE --D--	FEMALE --E--	18-34 --F--	35-54 --G--	55+ --H--											
TOTAL INTERVIEWS (ACTUAL)	446	339	107	219	227	104	196	146	84	178	137	45	178	60	32	22	152		
TOTAL INTERVIEWS (WEIGHTED)	453 100.0	342 100.0	110 100.0	225 100.0	228 100.0	129 100.0	203 100.0	121 100.0	84 100.0	168 100.0	151 100.0	48 100.0	191 100.0	63 100.0	34 100.0	23 100.0	139 100.0		
BOOKS	67 14.9	40 11.6	27 24.8 B	39 17.4	28 12.3	18 14.3	29 14.3	20 16.3	9 10.8	30 18.1	19 12.8	9 17.8	37 19.1 Q	10 15.3	4 12.5	3 12.9	14 9.8		
GARDEN AND NURSERY SUPPLIES	30 6.7	17 5.1	13 11.8 B	17 7.7	13 5.7	5 3.7	17 8.1	9 7.5	9 10.2	13 7.5	7 4.8	2 4.3	16 8.2	2 3.1	3 9.2	3 12.9	7 4.7		
DRUG STORE TYPE NEEDS	21 4.7	9 2.5	13 11.5 B	11 5.1	10 4.4	3 2.7	15 7.2	3 2.7	6 7.0	8 4.8	6 4.2	1 2.3	10 5.5	2 3.3	4 12.4 Q	1 4.7	3 2.5		
ANYTHING ELSE	9 2.0	4 1.2	5 4.6 B	6 2.9	3 1.2	3 2.7	3 1.6	3 2.1	5 5.4	3 1.5	2 1.4	-	2 1.1	2 3.3	1 3.3	1 5.0	3 1.9		
NONE	5 1.2	4 1.3	1 1.0	3 1.4	2 1.0	3 2.0	1 0.5	2 1.7	2 2.0	4 2.3	-	-	-	1 2.1	1 3.3	-	3 2.1		

T-TEST A-Z= 95 COLUMNS TESTED= BC DE FGH IJKL MNO PQ  
 Z-TEST A-Z= 95 COLUMNS TESTED= BC DE FGH IJKL MNO PQ

4. WHICH, IF ANY, OF THE FOLLOWING TYPES OF PRODUCTS DO YOU TEND TO PURCHASE OUTSIDE STRATHCONA COUNTY?  
 BASE: TOTAL TRAVEL OUTSIDE OF STRATHCONA COUNTY FOR SHOPPING PURPOSES AT LEAST ONCE EVERY 3 MONTHS

	TRAVEL FREQUENCY TO SHOP OUTSIDE STRATHCONA				SHOPPING AREAS/MALLS VISITED					
	TOTAL	WEEKLY OR MORE	1-3 TIMES A MONTH	LESS OFTEN	SOUTH EDMONTON COMMON	SOUTHGATE MALL	WEST EDMONTON MALL	KINGSWAY MALL	SOUTHSIDE	OTHER
	--A--	---B---	----C----	--D--	----E----	----F----	----G----	----H----	----I----	--J--
TOTAL INTERVIEWS (ACTUAL)	446	202	202	42	146	129	72	62	54	249
TOTAL INTERVIEWS (WEIGHTED)	453 100.0	208 100.0	204 100.0	40 100.0	155 100.0	127 100.0	79 100.0	64 100.0	58 100.0	250 100.0
HOUSEHOLD FURNISHINGS AND HOME ACCESSORIES	346 76.4	169 81.1	150 73.3	28 68.3	131 84.1 GJ	101 79.3	56 71.7	52 80.8	40 69.3	189 75.6
ADULT CLOTHING	338 74.6	172 82.8 CD	147 72.0 D	18 45.4	129 83.0 IJ	115 90.6 IJ	66 84.2 IJ	57 88.3 IJ	40 69.7	174 69.6
HOME ELECTRONICS	334 73.7	177 85.0 CD	138 67.5 D	19 46.3	134 86.4 GHJ	103 81.3	57 72.6	46 72.2	44 75.8	183 73.2
LARGE APPLIANCES	290 64.0	153 73.5 CD	122 59.8 D	15 36.3	105 67.5 G	94 74.0 GJ	41 52.3	44 68.3	36 61.5	157 62.6
SHOES OR FOOTWEAR	275 60.7	140 67.0 D	121 59.1 D	15 36.7	108 69.8 IJ	92 72.3 IJ	55 69.6 I	48 74.1 IJ	27 46.2	144 57.8
COMPUTER EQUIPMENT/ SOFTWARE	266 58.8	140 67.3 CD	114 55.6 D	13 31.2	111 71.8 J	78 61.5	53 68.1	39 60.8	34 58.1	147 58.8
AUTOMOBILES/VEHICLES	246 54.2	131 63.0 CD	97 47.4	18 43.6	84 54.0	76 59.9	40 51.0	32 50.4	36 61.6	144 57.4
GIFTWARE	222 49.0	121 57.9 CD	89 43.5	12 30.8	86 55.6	63 49.6	49 62.1 IJ	36 56.5	25 43.9	119 47.4
KITCHENWARE AND SMALL APPLIANCES	202 44.7	113 54.1 CD	81 39.6 D	9 21.6	71 45.5	68 53.4	33 42.2	34 53.1	23 39.8	114 45.6
SPORTING GOODS	200 44.2	106 50.8 C	80 39.3	14 34.6	80 51.8 GJ	64 50.7 G	28 36.1	28 44.2	21 36.5	104 41.8
CHILDREN'S CLOTHING	171 37.8	88 42.5 D	75 36.7 D	8 19.2	83 53.4 IJ	60 47.5 J	39 49.8 J	27 42.1	20 33.9	84 33.4
PETS OR PET SUPPLIES	84 18.5	50 24.2 CD	31 15.1	3 6.7	27 17.2	18 13.9	12 15.4	13 20.4	12 20.2	52 20.6
FOOD/GROCERIES	75 16.6	50 24.2 CD	23 11.1	2 5.2	21 13.2	12 9.3	15 18.6	5 8.2	11 18.6	57 23.0 EFH

(CONTINUED)  
 T-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ  
 Z-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ

4. WHICH, IF ANY, OF THE FOLLOWING TYPES OF PRODUCTS DO YOU TEND TO PURCHASE OUTSIDE STRATHCONA COUNTY?  
 BASE: TOTAL TRAVEL OUTSIDE OF STRATHCONA COUNTY FOR SHOPPING PURPOSES AT LEAST ONCE EVERY 3 MONTHS

	TRAVEL FREQUENCY TO SHOP OUTSIDE STRATHCONA				SHOPPING AREAS/MALLS VISITED					
	TOTAL	WEEKLY OR MORE	1-3 TIMES A MONTH	LESS OFTEN	SOUTH EDMONTON COMMON	SOUTHGATE MALL	WEST EDMONTON MALL	KINGSWAY MALL	SOUTHSIDE	OTHER
	--A--	---B---	----C----	--D--	----E---	----F----	----G---	----H---	----I----	--J--
TOTAL INTERVIEWS (ACTUAL)	446	202	202	42	146	129	72	62	54	249
TOTAL INTERVIEWS (WEIGHTED)	453	208	204	40	155	127	79	64	58	250
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
BOOKS	67	44	22	2	18	18	12	10	10	46
	14.9	21.0 CD	10.7	3.9	11.5	14.1	14.9	16.3	16.5	18.6
GARDEN AND NURSERY SUPPLIES	30	20	9	1	6	6	1	4	3	24
	6.7	9.7 C	4.5	2.4	4.1	4.7	1.3	7.0	5.4	9.7 EG
DRUG STORE TYPE NEEDS	21	17	4	-	5	7	1	1	1	14
	4.7	8.2 C	2.1	-	3.3	5.5	1.5	1.6	2.0	5.7
ANYTHING ELSE	9	6	3	-	2	2	1	2	2	5
	2.0	2.8	1.6	-	1.3	1.7	1.5	3.3	3.9	2.0
NONE	5	1	1	3	-	-	1	-	1	4
	1.2	0.7	0.5	7.8 BC	-	-	1.5	-	2.4	1.5

T-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ  
 Z-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ

5. APPROXIMATELY WHAT PERCENTAGE OF YOUR TOTAL RETAIL EXPENDITURES WOULD YOU SAY YOU MAKE OUTSIDE OF STRATHCONA COUNTY?  
 BASE: TOTAL TRAVEL OUTSIDE OF STRATHCONA COUNTY FOR SHOPPING PURPOSES AT LEAST ONCE EVERY 3 MONTHS

	AREA OF RESIDENCE			GENDER		AGE			HH COMPOSITION				WORKPLACE				
	TOTAL	SHERWOOD PARK	OTHER STRATHCONA	MALE	FEMALE	18-34	35-54	55+	SINGLE	COUPLE	FAMILY W/KIDS <18	FAMILY W/ADULT KIDS ONLY	EDMONTON	SHERWOOD PARK	OTHER STRATHCONA	OTHER AREA	NOT EMP.
	--A--	---B---	---C---	--D--	--E--	--F--	--G--	--H--	---I---	---J---	---K---	---L---	---M---	---N---	---O---	--P--	--Q--
TOTAL INTERVIEWS (ACTUAL)	446	339	107	219	227	104	196	146	84	178	137	45	178	60	32	22	152
TOTAL INTERVIEWS (WEIGHTED)	453	342	110	225	228	129	203	121	84	168	151	48	191	63	34	23	139
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MEAN	35.29	34.58	37.45	36.20	34.34	39.22H	35.86H	29.77	35.06	34.09	36.95	34.58	37.89Q	31.63	37.81	44.62	31.29
STD. DEV.	23.55	22.91	25.43	23.45	23.68	24.12	23.27	22.54	25.23	23.82	22.05	25.05	23.11	23.83	24.52	22.78	23.26
STD. ERR.	1.13	1.27	2.46	1.58	1.63	2.14	1.67	2.14	2.83	1.90	1.81	3.68	1.70	3.07	4.19	4.86	2.06
MEDIAN	30.00	30.00	30.00	30.00	25.00	30.00	30.00	25.00	25.00	30.00	30.00	30.00	30.00	25.00	30.00	50.00	25.00
LESS THAN 10	44 9.6	31 9.1	12 11.3	24 10.8	19 8.5	9 6.9	15 7.6	19 15.9 FG	12 13.8 K	19 11.0	8 5.0	6 12.3	9 5.0	8 13.1 M	4 12.9	1 4.2	20 14.7 M
10	48 10.5	34 10.0	14 12.3	23 10.3	25 10.8	7 5.8	27 13.2 F	13 11.1	7 8.1	21 12.6	14 9.2	6 12.2	18 9.4	7 10.5	2 6.4	1 4.4	19 13.6
15	18 4.0	17 4.9	1 1.0	8 3.7	10 4.3	5 3.7	6 3.1	7 5.8	4 5.3	6 3.7	5 3.6	2 4.3	10 5.1	3 4.9	-	-	4 3.0
20	54 12.0	45 13.1	9 8.5	20 9.1	34 14.9	15 12.0	24 11.9	15 12.2	11 13.1	18 10.6	21 13.9	4 9.3	24 12.4	10 15.1	3 9.0	2 9.2	16 11.4
25	42 9.3	31 9.0	11 10.0	21 9.1	21 9.4	15 11.8	17 8.6	9 7.7	7 8.2	14 8.4	17 11.0	4 9.0	19 9.9 Q	10 15.8 Q	5 14.7 Q	2 9.8	6 4.0
30	40 8.9	32 9.3	9 7.9	22 9.8	18 8.1	18 14.2 H	16 8.1	6 4.7	6 7.7	12 7.1	17 11.1	4 8.7	21 11.1 N	1 1.8	5 13.9 N	2 9.0	11 8.0
31 - 49	27 6.0	19 5.7	8 7.0	15 6.5	13 5.5	6 4.4	10 5.1	11 9.2	3 3.8	12 7.3	10 6.4	2 4.4	7 3.9	5 7.5	2 6.2	1 4.4	12 8.5
50	62 13.8	51 14.8	12 10.6	34 15.1	28 12.4	19 15.1	32 15.9	11 8.9	7 8.8	23 13.7	26 16.9	7 13.5	31 16.2 N	3 4.8	3 9.0	6 27.6	19 13.6
51 - 69	35 7.7	24 7.1	11 9.6	20 9.1	15 6.4	9 6.7	19 9.2	8 6.4	8 9.6	11 6.7	12 8.2	3 7.1	18 9.4	5 8.3	3 9.4	3 12.5	6 4.1
70	19 4.2	14 4.0	5 4.5	16 7.2 E	3 1.2	2 1.7	9 4.4	8 6.4	5 5.9	5 3.0	7 4.6	2 4.1	7 3.7	4 6.3	1 2.9	1 4.9	6 4.1
75	26 5.8	15 4.5	11 9.8 B	8 3.3	19 8.1 D	13 9.9 H	13 6.3 H	1 0.4	6 6.9	10 6.2	6 4.0	4 7.9	14 7.1	3 5.1	4 12.8 Q	-	5 3.5

(CONTINUED)  
 T-TEST A-Z=.95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ  
 Z-TEST A-Z=.95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ

5. APPROXIMATELY WHAT PERCENTAGE OF YOUR TOTAL RETAIL EXPENDITURES WOULD YOU SAY YOU MAKE OUTSIDE OF STRATHCONA COUNTY?  
 BASE: TOTAL TRAVEL OUTSIDE OF STRATHCONA COUNTY FOR SHOPPING PURPOSES AT LEAST ONCE EVERY 3 MONTHS

	AREA OF RESIDENCE			GENDER		AGE			HH COMPOSITION				WORKPLACE				
	TOTAL	SHERWOOD PARK	OTHER STRATHCONA	MALE	FEMALE	18-34	35-54	55+	SINGLE	COUPLE	FAMILY W/KIDS <18	FAMILY W/ADULT KIDS ONLY	EDMONTON	SHERWOOD PARK	OTHER STRATHCONA	OTHER AREA	NOT EMP.
	--A--	---B---	----C----	--D--	--E---	--F--	--G--	--H--	---I--	---J--	---K---	---L---	---M---	---N---	---O---	---P---	---Q---
TOTAL INTERVIEWS (ACTUAL)	446	339	107	219	227	104	196	146	84	178	137	45	178	60	32	22	152
TOTAL INTERVIEWS (WEIGHTED)	453	342	110	225	228	129	203	121	84	168	151	48	191	63	34	23	139
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
76 - 100	16	12	4	9	8	9	4	3	3	6	6	1	8	1	1	2	4
	3.6	3.4	4.0	3.8	3.4	6.7 G	2.0	2.8	3.8	3.4	3.9	2.8	4.0	1.8	3.0	9.7	3.0
DON'T KNOW	21	17	4	5	16	1	10	10	4	11	3	2	5	3	-	1	12
	4.7	5.0	3.6	2.2	7.1 D	1.1	4.7	8.5 F	5.0	6.4	2.2	4.3	2.8	5.1		4.2	8.3 M

T-TEST A-Z=.95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ  
 Z-TEST A-Z=.95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ

5. APPROXIMATELY WHAT PERCENTAGE OF YOUR TOTAL RETAIL EXPENDITURES WOULD YOU SAY YOU MAKE OUTSIDE OF STRATHCONA COUNTY?  
 BASE: TOTAL TRAVEL OUTSIDE OF STRATHCONA COUNTY FOR SHOPPING PURPOSES AT LEAST ONCE EVERY 3 MONTHS

	TRAVEL FREQUENCY TO SHOP OUTSIDE STRATHCONA				SHOPPING AREAS/MALLS VISITED					
	TOTAL	WEEKLY OR MORE	1-3 TIMES A MONTH	LESS OFTEN	SOUTH EDMONTON COMMON	SOUTHGATE MALL	WEST EDMONTON MALL	KINGSWAY MALL	SOUTHSIDE	OTHER
	--A--	---B---	----C----	--D--	----E---	----F----	----G----	----H----	----I----	---J---
TOTAL INTERVIEWS (ACTUAL)	446	202	202	42	146	129	72	62	54	249
TOTAL INTERVIEWS (WEIGHTED)	453	208	204	40	155	127	79	64	58	250
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MEAN	35.29	47.31CD	26.65D	18.40	40.60J	42.35I J	41.01J	36.52	34.68	34.34
STD. DEV.	23.55	23.24	18.82	16.31	21.67	24.89	24.78	23.97	22.54	23.87
STD. ERR.	1.13	1.66	1.34	2.60	1.76	2.26	2.89	3.01	3.06	1.56
MEDIAN	30.00	50.00	20.00	10.00	40.00	45.00	40.00	30.00	30.00	30.00
LESS THAN 10	44 9.6	6 2.9	25 12.4 B	12 30.0 BC	6 3.7	8 6.5	7 8.4	5 7.4	5 8.6	27 10.7 E
10	48 10.5	11 5.1	27 13.5 B	10 23.7 B	9 6.1	8 6.3	6 7.2	7 11.2	6 10.6	27 10.7
15	18 4.0	4 1.9	13 6.3 B	1 2.8	5 2.9	7 5.5	4 4.5	2 3.9	3 5.8	11 4.6
20	54 12.0	18 8.5	34 16.7 B	3 6.5	20 12.7	12 9.2	6 7.2	10 15.1	7 12.3	30 12.1
25	42 9.3	11 5.4	27 13.1 B	4 9.8	15 9.9	13 10.0	5 6.6	4 7.0	3 5.0	22 8.8
30	40 8.9	17 8.4	19 9.3	4 9.6	18 11.4 F	6 4.6	9 11.2	7 10.4	4 7.7	21 8.3
31 - 49	27 6.0	12 5.9	13 6.4	2 4.4	6 3.9	7 5.7	3 3.9	6 9.3	4 6.9	15 5.8
50	62 13.8	41 19.7 C	18 8.9	3 7.9	31 19.9	17 13.6	11 14.0	9 13.7	13 22.5	32 12.7
51 - 69	35 7.7	21 10.1	13 6.3	1 2.7	20 12.9 HIJ	16 12.7 HIJ	9 11.6 HI	1 1.7	1 1.8	15 5.9
70	19 4.2	18 8.6 C	1 0.4	-	4 2.5	7 5.4	4 5.2	3 4.5	3 5.0	14 5.5
75	26 5.8	23 11.0 C	3 1.6	-	15 9.5	11 8.8	7 9.1	7 10.2	3 5.8	13 5.4

(CONTINUED)  
 T-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ  
 Z-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ

5. APPROXIMATELY WHAT PERCENTAGE OF YOUR TOTAL RETAIL EXPENDITURES WOULD YOU SAY YOU MAKE OUTSIDE OF STRATHCONA COUNTY?  
 BASE: TOTAL TRAVEL OUTSIDE OF STRATHCONA COUNTY FOR SHOPPING PURPOSES AT LEAST ONCE EVERY 3 MONTHS

	TRAVEL FREQUENCY TO SHOP OUTSIDE STRATHCONA				SHOPPING AREAS/MALLS VISITED					
	TOTAL --A--	WEEKLY OR MORE ---B---	1-3 TIMES A MONTH ----C----	LESS OFTEN --D--	SOUTH EDMONTON COMMON ----E---	SOUTHGATE MALL ----F----	WEST EDMONTON MALL ----G----	KINGSWAY MALL ----H----	SOUTHSIDE ----I----	OTHER --J--
TOTAL INTERVIEWS (ACTUAL)	446	202	202	42	146	129	72	62	54	249
TOTAL INTERVIEWS (WEIGHTED)	453 100.0	208 100.0	204 100.0	40 100.0	155 100.0	127 100.0	79 100.0	64 100.0	58 100.0	250 100.0
76 - 100	16 3.6	14 6.7 C	2 1.1	-	3 2.0	8 6.7 E	4 5.1	3 4.7	1 2.0	9 3.6
DON'T KNOW	21 4.7	12 5.8	8 4.0	1 2.5	4 2.8	6 4.8	5 6.1	1 0.8	3 6.0	15 5.8

T-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ  
 Z-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ

6. WHAT IF ANY SPECIFIC RETAIL STORES OR TYPES OF STORES OR SERVICES DO YOU BELIEVE ARE NEEDED IN THE COMMUNITY? ANY OTHERS?

	AREA OF RESIDENCE		GENDER		AGE			HH COMPOSITION				WORKPLACE					
	TOTAL	SHERWOOD PARK	OTHER STRATHCONA	MALE	FEMALE	18-34	35-54	55+	SINGLE	COUPLE	FAMILY W/KIDS <18	FAMILY W/ADULT KIDS ONLY	EDMONTON	SHERWOOD PARK	OTHER STRATHCONA	OTHER AREA	NOT EMP.
	--A--	---B---	----C----	--D--	---E---	--F--	--G--	--H--	---I--	---J--	---K---	---L---	---M---	---N---	---O---	---P---	---Q---
TOTAL INTERVIEWS (ACTUAL)	500	377	123	240	260	110	216	174	105	197	148	48	190	66	37	22	183
TOTAL INTERVIEWS (WEIGHTED)	500 100.0	375 100.0	125 100.0	246 100.0	254 100.0	136 100.0	224 100.0	140 100.0	100 100.0	184 100.0	163 100.0	51 100.0	204 100.0	69 100.0	40 100.0	23 100.0	162 100.0
DEPARTMENT STORES -----	116 23.1	94 25.0	22 17.5	36 14.7	79 31.3 D	22 16.2	42 18.8	52 36.8 FG	18 18.2	54 29.4 IK	29 18.1	13 25.5	45 22.0	19 27.9	7 18.5	4 18.0	40 24.6
HBC / THE BAY	79 15.7	66 17.7 C	12 9.8	29 11.9	49 19.4 D	13 9.4	29 13.0	37 26.1 FG	11 11.0	37 19.9	23 13.9	7 14.5	30 14.6	12 17.3	6 15.7	1 4.7	29 18.2
SEARS	64 12.8	50 13.3	14 11.5	25 10.2	39 15.4	7 5.5	23 10.1	34 24.2 FG	14 14.2	32 17.4 KL	14 8.6	3 6.2	25 12.2	6 9.3	5 13.1	2 8.6	26 15.9
DEPARTMENT STORES	26 5.2	21 5.7	5 4.0	3 1.2	23 9.1 D	8 6.0	8 3.4	10 7.5	2 1.9	15 8.0 IK	4 2.3	6 11.0 IK	10 5.0	5 7.9	1 2.7	1 4.7	8 5.1
BIG BOX STORES -----	105 21.0	80 21.2	25 20.2	65 26.4 E	40 15.7	35 25.6	47 21.0	23 16.4	26 26.0 L	32 17.5	42 26.0 L	4 8.7	52 25.5 Q	16 22.3	7 18.8	8 32.8	22 13.8
BEST BUY	74 14.8	55 14.6	19 15.3	49 19.8 E	25 9.9	26 19.1 H	36 16.0 H	12 8.7	19 19.1 JL	16 8.6	36 22.0 JL	3 6.5	40 19.7 Q	7 10.4	7 18.8 Q	6 28.0	13 7.8
FUTURE SHOP	66 13.2	48 12.8	18 14.3	44 18.0 E	21 8.4	23 16.8	28 12.7	14 10.3	18 18.3 JL	16 8.7	29 17.9 JL	2 4.4	34 16.9 Q	10 14.8 Q	7 18.8 Q	3 14.3	10 6.4
WALMART	13 2.7	10 2.8	3 2.4	6 2.5	7 2.9	2 1.8	7 3.2	4 2.6	1 1.1	7 3.9	5 3.2	-	4 1.9	2 3.2	2 5.6	-	5 3.1
BIG BOX STORES	7 1.3	6 1.5	1 0.8	3 1.2	4 1.4	-	3 1.4	3 2.4	1 1.1	4 2.4	1 0.7	-	-	1 1.4	-	-	6 3.4
CLOTHING STORES -----	138 27.6	113 30.0 C	26 20.4	45 18.1	94 36.9 D	51 37.5 GH	59 26.4	28 20.0	30 29.6	40 21.6	56 34.6 J	13 24.7	69 33.8 N	15 20.9	10 24.9	1 4.9	44 27.1
CLOTHING STORES	55 10.9	47 12.5	8 6.3	18 7.5	36 14.3 D	21 15.2 H	25 11.3	9 6.3	14 14.3	15 8.0	21 13.0	5 8.9	29 14.5	5 6.7	4 10.7	-	16 10.0
CASUAL/TRENDY CLOTHES (I. E. OLD NAVY, THE GAP)	39 7.8	33 8.7	6 5.1	6 2.2	34 13.3 D	21 15.4 GH	14 6.3	4 3.0	7 7.4	10 5.3	17 10.2	5 10.4	18 8.9	5 6.8	4 8.9	-	13 7.9
WOMEN'S CLOTHING STORES	21 4.2	18 4.8	3 2.6	7 2.9	14 5.6	2 1.8	10 4.6	8 5.9	5 5.0	8 4.2	6 3.9	2 4.0	10 4.7	3 4.4	-	-	9 5.3
MEN'S CLOTHING STORES	21 4.2	17 4.6	4 3.0	14 5.9	6 2.5	7 5.3	8 3.6	6 4.0	2 2.1	7 3.8	11 6.6	1 1.9	14 6.9 Q	2 3.2	1 2.6	-	4 2.2

(CONTINUED)  
T-TEST A-Z=.95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ  
Z-TEST A-Z=.95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ

6. WHAT IF ANY SPECIFIC RETAIL STORES OR TYPES OF STORES OR SERVICES DO YOU BELIEVE ARE NEEDED IN THE COMMUNITY? ANY OTHERS?

	AREA OF RESIDENCE		GENDER		AGE			HH COMPOSITION				WORKPLACE					
	TOTAL	SHERWOOD PARK	OTHER STRATHCONA	MALE	FEMALE	18-34	35-54	55+	SINGLE	COUPLE	FAMILY W/KIDS <18	FAMILY W/ADULT KIDS ONLY	EDMONTON	SHERWOOD PARK	OTHER STRATHCONA	OTHER AREA	NOT EMP.
	--A--	---B---	----C----	--D--	--E--	--F--	--G--	--H--	---I--	---J--	---K--	---L---	---M---	---N---	----O----	---P---	---Q---
TOTAL INTERVIEWS (ACTUAL)	500	377	123	240	260	110	216	174	105	197	148	48	190	66	37	22	183
TOTAL INTERVIEWS (WEIGHTED)	500 100.0	375 100.0	125 100.0	246 100.0	254 100.0	136 100.0	224 100.0	140 100.0	100 100.0	184 100.0	163 100.0	51 100.0	204 100.0	69 100.0	40 100.0	23 100.0	162 100.0
HIGHER END CLOTHING STORES (I. E. HOLT RENFREW)	21 4.1	14 3.6	7 5.7	4 1.8	16 6.4 D	6 4.5	11 4.8	4 2.6	3 3.4	5 2.7	11 6.9	1 2.1	9 4.6	3 4.6	3 8.4	1 4.9	4 2.3
CHILDREN'S CLOTHING (I. E. GYMBOREE, PLEASE MUM)	19 3.8	15 4.1	3 2.7	5 2.2	14 5.3	7 5.5	10 4.3	2 1.3	7 7.0 J	3 1.8	8 5.2	-	10 5.0	1 1.6	1 2.7	-	7 4.0
ELECTRONICS / COMPUTERS	72 14.4	59 15.7	13 10.6	41 16.7	31 12.2	22 16.2	37 16.6 H	13 9.3	11 10.9	24 13.1	29 18.0	8 15.1	37 18.4 Q	12 17.0	5 13.8	2 9.1	15 9.4
HOME FURNISHINGS/FURNITURE (I. E. IKEA, LEON'S, THE BRICK)	70 13.9	55 14.6	15 12.0	28 11.3	42 16.5	14 10.1	33 14.7	23 16.4	12 11.9	29 15.8	22 13.5	6 11.3	27 13.5	12 17.1	4 11.1	1 4.4	24 14.8
OUTDOOR/SPORTING GOODS STORES	33 6.7	21 5.6	13 10.1	25 10.2 E	8 3.3	11 8.4	14 6.4	8 5.5	5 5.2	12 6.6	12 7.3	3 6.1	17 8.2	4 5.9	3 8.1	2 9.8	7 4.4
AUTOMOTIVE	21 4.2	17 4.5	4 3.3	17 7.0 E	4 1.5	6 4.5	10 4.4	5 3.5	3 3.5	8 4.3	9 5.3	1 2.0	10 4.7	4 5.8	-	1 4.2	6 3.9
SHOE STORES	20 4.0	20 5.3	-	5 2.0	15 5.8 D	7 5.0	8 3.7	5 3.3	3 2.8	8 4.6	7 4.4	1 2.6	9 4.6	2 2.8	1 2.5	-	8 4.7
HOME IMPROVEMENT STORES	9 1.9	7 1.9	2 1.8	8 3.3 E	1 0.4	2 1.7	4 1.8	3 2.1	3 3.1	4 2.2	2 1.3	-	1 0.5	3 4.5 M	-	1 5.0	4 2.5
FOOD / RESTAURANTS -----	57 11.4	45 12.0	12 9.6	28 11.2	29 11.5	12 8.8	32 14.4	13 9.1	18 17.9 JL	15 8.1	22 13.7 L	1 1.9	24 11.6	12 17.4	4 10.8	2 8.9	15 9.2
RESTAURANTS	28 5.6	20 5.4	8 6.2	9 3.7	19 7.4	6 4.7	15 6.6	7 4.8	10 10.4 J	7 3.7	11 6.6	-	13 6.2	5 6.9	1 2.8	2 8.9	7 4.5
HIGH END / FINE DINING	12 2.5	11 3.0	1 0.8	11 4.5 E	1 0.5	1 0.8	8 3.5	3 2.4	4 4.3	2 1.1	5 3.1	1 1.9	8 3.9	1 1.4	-	-	3 2.1
MISC. FOOD RETAILERS (I. E. DELI, BAKERY)	11 2.1	9 2.3	2 1.7	2 0.9	9 3.4	1 0.8	6 2.9	3 2.3	1 0.9	5 3.0	4 2.7	-	3 1.4	3 4.4	1 2.7	-	4 2.3
GROCERY STORES	7 1.4	6 1.6	1 0.9	4 1.7	3 1.2	1 0.8	4 1.8	2 1.3	1 1.0	2 1.1	3 2.0	-	1 0.5	2 3.1	1 2.5	-	3 1.8
FAST FOOD RESTAURANTS	4 0.9	4 1.2	-	4 1.8	-	3 2.5	1 0.4	-	3 3.2	-	1 0.7	-	1 0.5	2 3.0	1 2.8	-	-

(CONTINUED)  
T-TEST A-Z= .95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ  
Z-TEST A-Z= .95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ

6. WHAT IF ANY SPECIFIC RETAIL STORES OR TYPES OF STORES OR SERVICES DO YOU BELIEVE ARE NEEDED IN THE COMMUNITY? ANY OTHERS?

	AREA OF RESIDENCE		GENDER		AGE			HH COMPOSITION				WORKPLACE					
	TOTAL	SHERWOOD PARK	OTHER STRATHCONA	MALE	FEMALE	18-34	35-54	55+	SINGLE	COUPLE	FAMILY W/KIDS <18	FAMILY W/ADULT KIDS ONLY	EDMONTON	SHERWOOD PARK	OTHER STRATHCONA	OTHER AREA	NOT EMP.
	--A--	---B---	----C----	--D--	--E--	--F--	--G--	--H--	---I--	---J--	---K---	---L---	---M---	---N---	----O----	--P--	--Q--
TOTAL INTERVIEWS (ACTUAL)	500	377	123	240	260	110	216	174	105	197	148	48	190	66	37	22	183
TOTAL INTERVIEWS (WEIGHTED)	500	375	125	246	254	136	224	140	100	184	163	51	204	69	40	23	162
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MISC. STORES	55	39	16	19	36	19	19	16	10	28	14	3	21	6	3	1	23
	10.9	10.3	12.7	7.6	14.1 D	14.1	8.5	11.8	10.1	15.1	8.5	5.6	10.4	9.1	8.6	4.2	13.9
MISC. SERVICES	4	4	-	-	4	1	1	2	3	1	1	-	3	-	-	-	1
	0.9	1.2			1.7	1.0	0.5	1.4	2.8	0.3	0.7		1.6				0.6
MISCELLANEOUS	13	7	6	7	6	3	9	1	3	6	4	-	3	3	1	-	6
	2.6	1.9	4.9	2.9	2.4	1.8	4.1	1.0	2.5	3.5	2.6		1.7	4.4	2.8		3.4
NOTHING ELSE	111	76	35	64	47	21	53	37	23	46	26	16	36	9	9	7	48
	22.2	20.4	27.9	25.9	18.7	15.5	23.9	26.2 F	23.0	25.2 K	16.2	30.4 K	17.7	13.2	23.9	31.2	29.9 MN
DON'T KNOW	6	3	3	5	1	2	3	1	1	1	3	1	2	1	1	1	1
	1.2	0.7	2.4	2.1 E	0.2	1.6	1.4	0.4	0.5	0.5	2.0	2.0	1.0	1.5	2.5	4.9	0.3

T-TEST A-Z=.95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ  
 Z-TEST A-Z=.95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ

6. WHAT IF ANY SPECIFIC RETAIL STORES OR TYPES OF STORES OR SERVICES DO YOU BELIEVE ARE NEEDED IN THE COMMUNITY? ANY OTHERS?

	TRAVEL FREQUENCY TO SHOP OUTSIDE STRATHCONA				SHOPPING AREAS/MALLS VISITED						
	TOTAL	WEEKLY OR MORE	1-3 TIMES A MONTH	LESS OFTEN	SOUTH EDMONTON COMMON	SOUTHGATE MALL	WEST EDMONTON MALL	KINGSWAY MALL	SOUTHSIDE	OTHER	
	--A--	--B--	--C--	--D--	---E---	---F---	---G---	---H---	---I---	---J---	
TOTAL INTERVIEWS (ACTUAL)	500	202	202	96	146	129	72	62	54	249	
TOTAL INTERVIEWS (WEIGHTED)	500 100.0	208 100.0	204 100.0	88 100.0	155 100.0	127 100.0	79 100.0	64 100.0	58 100.0	250 100.0	
DEPARTMENT STORES -----	116 23.1	48 23.1 D	57 28.1 D	10 11.6	36 23.0	58 45.5 EGHJ	17 21.7	15 23.1	9 15.7	54 21.7	
HBC / THE BAY	79 15.7	30 14.4	39 19.3	9 10.6	24 15.8	45 35.1 EGHJ	13 16.8	8 11.9	5 8.4	33 13.3	
SEARS	64 12.8	21 9.9	35 17.3 B	8 9.4	17 11.0	26 20.9 EIJ	9 11.2	9 13.7	4 6.1	31 12.2	
DEPARTMENT STORES	26 5.2	13 6.3 D	12 6.0	1 1.0	9 6.0	12 9.4	6 8.2	7 10.3	3 5.2	13 5.2	
BIG BOX STORES -----	105 21.0	54 25.8 D	42 20.4	10 10.9	41 26.6	24 18.9	18 22.3	10 15.4	19 32.1 FH	63 25.1	
BEST BUY	74 14.8	35 17.0 D	35 17.1 D	4 4.3	35 22.4 F	15 11.8	13 16.3	7 11.5	11 18.6	41 16.2	
FUTURE SHOP	66 13.2	38 18.4 CD	21 10.5	6 6.9	25 16.3	15 11.9	12 14.8	5 8.5	12 20.3	39 15.6	
WALMART	13 2.7	7 3.6	5 2.4	1 1.0	8 5.2	3 2.3	3 4.1	2 3.2	2 3.9	9 3.6	
BIG BOX STORES	7 1.3	1 0.7	4 2.0	1 1.0	3 2.0	2 1.2	2 2.0	1 1.7	-	5 2.2	
CLOTHING STORES -----	138 27.6	64 30.7 D	59 28.8 D	16 17.8	68 44.1 J	50 39.5 J	33 42.6 J	24 38.1	18 30.4	68 27.3	
CLOTHING STORES	55 10.9	32 15.2 D	19 9.4	4 4.4	28 18.0 J	19 14.6	13 16.7	9 13.6	6 11.2	23 9.4	
CASUAL/TRENDY CLOTHES (I. E. OLD NAVY, THE GAP)	39 7.8	16 7.8	18 9.0	5 5.3	19 12.0	16 12.5	13 16.7 J	8 12.0	7 12.7	18 7.4	
WOMEN'S CLOTHING STORES	21 4.2	6 2.9	12 6.0	3 3.4	11 6.8	9 7.2	4 5.0	2 3.3	1 1.7	12 4.8	
MEN'S CLOTHING STORES	21 4.2	8 3.9	12 6.0 D	1 0.6	12 7.8	7 5.9	2 2.5	2 3.9	5 9.3	14 5.6	

(CONTINUED)  
T-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ  
Z-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ

6. WHAT IF ANY SPECIFIC RETAIL STORES OR TYPES OF STORES OR SERVICES DO YOU BELIEVE ARE NEEDED IN THE COMMUNITY? ANY OTHERS?

	TRAVEL FREQUENCY TO SHOP OUTSIDE STRATHCONA				SHOPPING AREAS/MALLS VISITED					
	TOTAL	WEEKLY OR MORE	1-3 TIMES A MONTH	LESS OFTEN	SOUTH EDMONTON COMMON	SOUTHGATE MALL	WEST EDMONTON MALL	KINGSWAY MALL	SOUTHSIDE	OTHER
	--A--	---B---	----C----	--D--	----E----	----F----	----G----	----H----	----I----	---J--
TOTAL INTERVIEWS (ACTUAL)	500	202	202	96	146	129	72	62	54	249
TOTAL INTERVIEWS (WEIGHTED)	500 100.0	208 100.0	204 100.0	88 100.0	155 100.0	127 100.0	79 100.0	64 100.0	58 100.0	250 100.0
HIGHER END CLOTHING STORES (I. E. HOLT RENFREW)	21 4.1	10 4.8	7 3.5	4 4.1	10 6.3	10 7.6	9 11.6 J	2 3.1	2 3.8	9 3.4
CHILDREN'S CLOTHING (I. E. GYMBOREE, PLEASE MUM)	19 3.8	9 4.1	6 2.7	5 5.3	11 7.0	7 5.1	5 5.8	2 3.9	1 2.4	9 3.7
ELECTRONICS / COMPUTERS	72 14.4	42 20.0 CD	25 12.4	5 5.8	36 23.4 FJ	12 9.4	15 18.8	12 19.1	10 17.2	38 15.1
HOME FURNISHINGS/FURNITURE (I. E. IKEA, LEON'S, THE BRICK)	70 13.9	25 11.9	36 17.7	9 9.8	32 20.8 I	19 14.7	17 21.3 I	15 22.8 I	3 5.4	34 13.8
OUTDOOR/SPORTING GOODS STORES	33 6.7	11 5.3	15 7.3	8 8.7	19 12.2 F	5 4.2	6 8.3	6 10.0	3 3.7	17 6.6
AUTOMOTIVE	21 4.2	12 5.8	7 3.3	2 2.4	11 7.1	4 3.2	1 1.2	1 2.1	1 1.7	12 4.7
SHOE STORES	20 4.0	11 5.2	9 4.4	-	8 5.0	8 6.2	8 9.8	4 6.7	1 1.7	11 4.6
HOME IMPROVEMENT STORES	9 1.9	4 1.9	3 1.5	2 2.4	2 1.3	-	1 1.3	3 4.8	2 3.7	5 2.1
FOOD / RESTAURANTS -----	57 11.4	28 13.6	19 9.1	10 11.4	22 14.3	17 13.1	10 12.6	9 13.5	3 6.0	33 13.1
RESTAURANTS	28 5.6	14 6.6	9 4.6	5 5.5	15 9.7	7 5.3	7 8.7	7 10.3	2 4.1	15 6.1
HIGH END / FINE DINING	12 2.5	5 2.4	5 2.6	2 2.2	5 3.2	5 4.0	4 5.2	1 1.5	-	7 2.8
MISC. FOOD RETAILERS (I. E. DELI, BAKERY)	11 2.1	6 2.9	3 1.5	2 1.8	4 2.7	4 3.1	-	1 1.7	1 1.9	6 2.5
GROCERY STORES	7 1.4	4 2.0	1 0.4	2 2.4	1 0.6	1 0.7	2 2.6	1 1.7	-	4 1.6
FAST FOOD RESTAURANTS	4 0.9	3 1.5	1 0.5	-	-	2 1.8	-	-	-	3 1.3

(CONTINUED)  
T-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ  
Z-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ

6. WHAT IF ANY SPECIFIC RETAIL STORES OR TYPES OF STORES OR SERVICES DO YOU BELIEVE ARE NEEDED IN THE COMMUNITY? ANY OTHERS?

	TRAVEL FREQUENCY TO SHOP OUTSIDE STRATHCONA				SHOPPING AREAS/MALLS VISITED					
	TOTAL --A--	WEEKLY OR MORE	1-3 TIMES A MONTH	LESS OFTEN	SOUTH EDMONTON COMMON	SOUTHGATE MALL	WEST EDMONTON MALL	KINGSWAY MALL	SOUTHSIDE	OTHER
		---B---	---C---	--D--	----E--	----F----	----G----	----H----	----I----	--J--
TOTAL INTERVIEWS (ACTUAL)	500	202	202	96	146	129	72	62	54	249
TOTAL INTERVIEWS (WEIGHTED)	500 100.0	208 100.0	204 100.0	88 100.0	155 100.0	127 100.0	79 100.0	64 100.0	58 100.0	250 100.0
MISC. STORES	55 10.9	23 10.9	22 10.9	10 10.9	15 9.4	13 10.1	9 11.8	10 16.1	10 18.2	29 11.7
MISC. SERVICES	4 0.9	1 0.4	2 0.9	2 1.8	1 0.9	-	-	1 0.8	-	3 1.1
MISCELLANEOUS	13 2.6	3 1.5	6 3.1	4 4.4	4 2.6	2 1.6	2 2.5	1 1.4	1 1.8	6 2.6
NOTHING ELSE	111 22.2	44 20.9	35 16.9	33 37.8 BC	11 7.0	13 10.4	8 10.4	9 13.9	15 26.1 EFG	58 23.2 EFG
DON'T KNOW	6 1.2	3 1.5	2 1.0	1 0.6	2 1.4	1 0.8	1 1.3	1 1.6	-	2 0.8

T-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ  
 Z-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ

A. INTO WHICH OF THE FOLLOWING AGE CATEGORIES DO YOU FALL?

	AREA OF RESIDENCE			GENDER		AGE			HH COMPOSITION				WORKPLACE				
	TOTAL	SHERWOOD PARK	OTHER STRATHCONA	MALE	FEMALE	18-34	35-54	55+	SINGLE	COUPLE	FAMILY W/KIDS <18	FAMILY W/ADULT KIDS ONLY	EDMONTON	SHERWOOD PARK	OTHER STRATHCONA	OTHER AREA	NOT EMP.
	--A--	---B---	----C----	--D--	--E--	--F--	--G--	--H--	---I--	---J--	---K--	---L---	---M---	---N---	----O----	---P--	---Q--
TOTAL INTERVIEWS (ACTUAL)	500	377	123	240	260	110	216	174	105	197	148	48	190	66	37	22	183
TOTAL INTERVIEWS (WEIGHTED)	500 100.0	375 100.0	125 100.0	246 100.0	254 100.0	136 100.0	224 100.0	140 100.0	100 100.0	184 100.0	163 100.0	51 100.0	204 100.0	69 100.0	40 100.0	23 100.0	162 100.0
18 TO 24	44 8.7	31 8.2	13 10.5	26 10.5	18 7.0	44 32.2	-	-	10 9.8 J	6 3.2	16 9.8 J	12 23.6 IJK	17 8.4	9 12.4	5 11.6	1 5.0	12 7.5
25 TO 34	92 18.4	78 20.8 C	14 11.4	42 16.9	51 19.9	92 67.8	-	-	20 20.0 J	16 8.7	48 29.3 JL	7 14.5	56 27.6 NQ	9 12.8	9 23.4 Q	4 19.5	13 8.1
35 TO 44	110 22.0	72 19.3	38 30.2 B	53 21.4	57 22.6	-	110 49.2	-	22 22.0 JL	20 10.7	67 41.0 IJL	2 3.9	45 22.3	17 23.9	11 28.6	5 22.2	31 18.9
45 TO 54	114 22.8	85 22.7	29 23.0	57 23.2	57 22.4	-	114 50.8	-	20 20.5	47 25.5	29 17.7	18 34.3 K	53 26.0 Q	20 28.8 Q	11 28.8 Q	10 45.0	19 11.7
55 TO 64	82 16.4	66 17.6	16 12.9	41 16.7	41 16.1	-	-	82 58.5	10 10.4 K	60 32.7 IKL	4 2.3	7 12.9 K	27 13.1	14 20.0	3 7.6	2 8.3	37 22.5 MO
65 YEARS AND OVER	58 11.6	43 11.5	15 12.0	28 11.3	30 12.0	-	-	58 41.5	17 17.3	35 19.2	-	6 10.7	5 2.5	1 2.1	-	-	51 31.2 MN

T-TEST A-Z=.95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ  
 Z-TEST A-Z=.95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ

A. INTO WHICH OF THE FOLLOWING AGE CATEGORIES DO YOU FALL?

	TRAVEL FREQUENCY TO SHOP OUTSIDE STRATHCONA				SHOPPING AREAS/MALLS VISITED					
	TOTAL	WEEKLY OR MORE	1-3 TIMES A MONTH	LESS OFTEN	SOUTH EDMONTON COMMON	SOUTHGATE MALL	WEST EDMONTON MALL	KINGSWAY MALL	SOUTHSIDE	OTHER
	--A--	---B---	----C----	--D--	----E--	----F----	----G----	----H----	----I----	--J--
TOTAL INTERVIEWS (ACTUAL)	500	202	202	96	146	129	72	62	54	249
TOTAL INTERVIEWS (WEIGHTED)	500 100.0	208 100.0	204 100.0	88 100.0	155 100.0	127 100.0	79 100.0	64 100.0	58 100.0	250 100.0
18 TO 24	44 8.7	21 10.0	15 7.1	8 9.5	12 7.9	10 7.7	21 26.3	7 EFHJ11.7	3 4.8	21 8.4
25 TO 34	92 18.4	47 22.4 D	34 16.9	11 12.4	42 27.3 J	27 21.5	19 23.6	17 26.2	15 26.3	40 16.1
35 TO 44	110 22.0	37 18.0	60 29.6 BD	12 14.2	44 28.4	25 19.6	17 21.3	11 16.7	16 26.9	55 21.8
45 TO 54	114 22.8	53 25.7	40 19.4	21 23.6	30 19.1	23 18.2	12 14.9	14 21.2	13 23.1	64 25.6 G
55 TO 64	82 16.4	32 15.4	33 16.1	17 19.4	21 13.4	26 20.6 G	7 8.8	9 14.8	9 15.3	45 17.9
65 YEARS AND OVER	58 11.6	18 8.5	22 10.9	18 20.8 BC	6 3.9	16 12.4 E	4 5.1	6 9.5	2 3.6	25 10.1 E

T-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ  
 Z-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ

B1. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR CURRENT HOUSEHOLD?

	AREA OF RESIDENCE			GENDER		AGE			HH COMPOSITION				WORKPLACE				
	TOTAL	SHERWOOD PARK	OTHER STRATHCONA	MALE	FEMALE	18-34	35-54	55+	SINGLE	COUPLE	FAMILY W/KIDS <18	FAMILY W/ADULT KIDS ONLY	EDMONTON	SHERWOOD PARK	OTHER STRATHCONA	OTHER AREA	NOT EMP.
	--A--	---B---	----C----	--D--	--E--	--F--	--G--	--H--	---I--	---J--	---K--	---L---	---M---	---N---	----O----	---P---	---Q---
TOTAL INTERVIEWS (ACTUAL)	500	377	123	240	260	110	216	174	105	197	148	48	190	66	37	22	183
TOTAL INTERVIEWS (WEIGHTED)	500	375	125	246	254	136	224	140	100	184	163	51	204	69	40	23	162
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SINGLE WITH NO CHILDREN AT HOME	100	75	24	47	53	30	42	28	100	-	-	-	40	13	10	4	32
	20.0	20.1	19.5	19.2	20.7	21.9	18.9	19.8	100.0				19.5	19.3	25.2	18.2	20.0
A COUPLE WITH NO CHILDREN AT HOME	184	136	48	84	100	22	67	96	-	184	-	-	61	23	10	8	80
	36.8	36.2	38.6	34.2	39.3	16.1	29.7 F	68.2 FG		100.0			29.8	32.6	26.3	34.6	49.6 MNO
A FAMILY WITH CHILDREN UNDER 18 YEARS OF AGE AT HOME	163	123	40	84	78	64	95	4	-	-	163	-	78	25	17	8	35
	32.5	32.8	31.8	34.3	30.8	46.8 H	42.5 H	2.7			100.0		38.1 Q	35.9 Q	42.9 Q	32.9	21.8
- 2-PARENT HOUSEHOLD	146	110	35	81	65	62	80	3	-	-	146	-	72	23	15	8	28
	29.1	29.4	28.3	32.7	25.6	45.8 H	35.9 H	2.1			89.5		35.5 Q	33.0 Q	37.6 Q	32.9	17.1
- SINGLE PARENT HOUSEHOLD	17	13	4	4	13	1	15	1	-	-	17	-	5	2	2	-	8
	3.4	3.4	3.5	1.6	5.2 D	1.0	6.6 FH	0.6			10.5		2.6	2.9	5.3		4.7
A FAMILY WITH ONLY ADULT CHILDREN AT HOME	51	40	11	29	23	20	20	12	-	-	-	51	26	8	1	3	13
	10.3	10.7	9.2	11.8	8.9	14.4	8.8	8.7				100.0	12.5	12.2	2.7	14.3	8.1
DON'T KNOW	2	1	1	1	1	1	-	1	-	-	-	-	-	-	1	-	1
	0.4	0.2	0.9	0.5	0.3	0.8		0.6							2.9		0.5

T-TEST A-Z= .95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ  
 Z-TEST A-Z= .95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ

B1. WHICH OF THE FOLLOWING BEST DESCRIBES YOUR CURRENT HOUSEHOLD?

	TRAVEL FREQUENCY TO SHOP OUTSIDE STRATHCONA				SHOPPING AREAS/MALLS VISITED					
	TOTAL	WEEKLY OR MORE	1-3 TIMES A MONTH	LESS OFTEN	SOUTH EDMONTON COMMON	SOUTHGATE MALL	WEST EDMONTON MALL	KINGSWAY MALL	SOUTHSIDE	OTHER
	--A--	---B---	----C----	--D--	----E--	----F----	----G----	----H----	----I----	--J--
TOTAL INTERVIEWS (ACTUAL)	500	202	202	96	146	129	72	62	54	249
TOTAL INTERVIEWS (WEIGHTED)	500	208	204	88	155	127	79	64	58	250
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SINGLE WITH NO CHILDREN AT HOME	100	37	35	27	28	19	12	13	15	50
	20.0	18.0	17.3	30.9 BC	18.0	15.0	15.8	19.7	26.1	19.9
A COUPLE WITH NO CHILDREN AT HOME	184	77	76	31	40	46	22	20	23	110
	36.8	37.0	37.4	35.0	25.8	36.0	27.4	32.0	39.7 E	44.0 EG
A FAMILY WITH CHILDREN UNDER 18 YEARS OF AGE AT HOME	163	67	75	20	73	46	33	21	15	71
	32.5	32.4	36.7 D	22.9	47.0 IJ	36.4	41.7 IJ	33.4	25.5	28.3
- 2-PARENT HOUSEHOLD	146	62	69	15	65	44	29	18	15	64
	29.1	29.8 D	33.6 D	17.0	41.6 IJ	34.8	36.3	28.3	25.5	25.6
- SINGLE PARENT HOUSEHOLD	17	5	6	5	8	2	4	3	-	7
	3.4	2.6	3.2	5.9	5.3	1.5	5.4	5.1	-	2.7
A FAMILY WITH ONLY ADULT CHILDREN AT HOME	51	26	17	9	14	15	11	10	5	19
	10.3	12.6	8.2	9.9	9.2	11.9	13.6	14.9	8.8	7.5
DON'T KNOW	2	-	1	1	-	1	1	-	-	1
	0.4	-	0.4	1.3	-	0.7	1.5	-	-	0.4

T-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ  
 Z-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ

B11. HOW MANY CHILDREN LIVE IN YOUR HOUSEHOLD?

	AREA OF RESIDENCE			GENDER		AGE			HH COMPOSITION				WORKPLACE				
	TOTAL	SHERWOOD PARK	OTHER STRATHCONA	MALE	FEMALE	18-34	35-54	55+	SINGLE	COUPLE	FAMILY W/KIDS <18	FAMILY W/ADULT KIDS ONLY	EDMONTON	SHERWOOD PARK	OTHER STRATHCONA	OTHER AREA	NOT EMP.
	--A--	---B---	----C----	--D--	--E--	--F--	--G--	--H--	---I--	---J--	---K--	---L---	---M---	---N---	----O----	--P--	--Q--
TOTAL INTERVIEWS (ACTUAL)	148	111	37	81	67	52	92	4	-	-	148	-	71	23	16	7	31
TOTAL INTERVIEWS (WEIGHTED)	163	123	40	84	78	64	95	4	-	-	163	-	78	25	17	8	35
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0		100.0	100.0	100.0	100.0	100.0
MEAN	2.08	2.09	2.04	1.93	2.23	1.98	2.18	1.00	-	-	2.08	-	1.92	1.99	1.80	2.31	2.56
STD. DEV.	0.95	0.96	0.95	0.83	1.05	0.98	0.92	0.00			0.95		0.87	0.80	0.67	0.74	1.20
STD. ERR.	0.07	0.09	0.15	0.09	0.12	0.12	0.09	0.00			0.07		0.10	0.16	0.17	0.27	0.20
MEDIAN	2.00	2.00	2.00	2.00	2.00	2.00	2.00	1.00	-	-	2.00	-	2.00	2.00	2.00	2.00	2.00
MAXIMUM	6.00	6.00	4.00	4.00	6.00	5.00	6.00	1.00	-	-	6.00	-	4.00	4.00	3.00	3.00	6.00
1	47	35	12	29	19	24	20	4	-	-	47	-	28	7	5	1	6
	29.1	28.8	30.0	33.9	23.9	37.6	20.6	100.0			29.1		36.0	26.7	31.0	13.4	18.1
2	70	52	17	36	34	22	47	-	-	-	70	-	33	13	9	3	12
	42.9	42.7	43.4	42.6	43.1	35.0	49.8				42.9		42.1	52.1	50.2	42.4	34.6
3	33	28	5	17	16	13	20	-	-	-	33	-	13	4	2	3	11
	20.3	22.6	13.4	19.9	20.8	21.0	20.7				20.3		16.3	16.9	12.3	44.2	30.4
4 OR MORE	11	7	4	3	8	4	7	-	-	-	11	-	4	1	-	-	6
	7.0	6.0	10.4	3.6	10.8	6.4	7.7				7.0		5.7	4.3			16.9
REFUSED	1	-	1	-	1	-	1	-	-	-	1	-	-	-	1	-	-
	0.7		2.8		1.4		1.2				0.7				6.5		

T-TEST A-Z= .95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ  
 Z-TEST A-Z= .95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ

B11. HOW MANY CHILDREN LIVE IN YOUR HOUSEHOLD?

	TRAVEL FREQUENCY TO SHOP OUTSIDE STRATHCONA				SHOPPING AREAS/MALLS VISITED					
	TOTAL	WEEKLY OR MORE	1-3 TIMES A MONTH	LESS OFTEN	SOUTH EDMONTON COMMON	SOUTHGATE MALL	WEST EDMONTON MALL	KINGSWAY MALL	SOUTHSIDE	OTHER
	--A--	---B---	----C----	--D--	---E---	----F----	----G----	----H----	----I----	---J--
TOTAL INTERVIEWS (ACTUAL)	148	61	68	19	65	41	29	19	14	66
TOTAL INTERVIEWS (WEIGHTED)	163	67	75	20	73	46	33	21	15	71
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MEAN	2.08	2.08	2.12	1.89	2.05	1.89	1.94	2.37	2.58	1.97
STD. DEV.	0.95	0.97	0.86	1.24	0.85	0.83	0.76	1.15	1.09	0.92
STD. ERR.	0.07	0.12	0.10	0.28	0.10	0.12	0.13	0.25	0.28	0.11
MEDIAN	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	3.00	2.00
MAXIMUM	6.00	4.00	5.00	6.00	4.00	4.00	3.00	5.00	4.00	4.00
1	47	22	17	8	19	17	10	6	3	25
	29.1	32.2	22.9	41.9	26.5	36.4	31.3	25.9	21.7	35.5
2	70	25	37	7	35	19	14	6	3	28
	42.9	37.5	49.3	37.0	47.3	40.9	43.7	29.8	20.2	39.1
3	33	14	17	2	13	9	8	7	5	13
	20.3	20.2	23.1	10.3	18.0	19.7	25.0	31.5	36.8	18.0
4 OR MORE	11	7	4	1	5	1	-	3	3	5
	7.0	10.1	4.7	5.4	6.6	3.0	-	12.7	21.3	7.4
REFUSED	1	-	-	1	1	-	-	-	-	-
	0.7			5.5	1.5					

T-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ  
 Z-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ

B111. ARE ANY CHILDREN IN YOUR HOUSEHOLD...  
UNDER 5 YEARS OF AGE

	AREA OF RESIDENCE			GENDER		AGE			HH COMPOSITION				WORKPLACE				
	TOTAL	SHERWOOD PARK	OTHER STRATHCONA	MALE	FEMALE	18-34	35-54	55+	SINGLE	COUPLE	FAMILY W/KIDS <18	FAMILY W/ADULT KIDS ONLY	EDMONTON	SHERWOOD PARK	OTHER STRATHCONA	OTHER AREA	NOT EMP.
	--A--	---B---	----C----	--D--	--E--	--F--	--G--	--H--	---I---	---J---	---K---	---L---	---M---	---N---	---O---	---P---	---Q---
TOTAL INTERVIEWS (ACTUAL)	148	111	37	81	67	52	92	4	-	-	148	-	71	23	16	7	31
TOTAL INTERVIEWS (WEIGHTED)	163	123	40	84	78	64	95	4	-	-	163	-	78	25	17	8	35
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0		100.0	100.0	100.0	100.0	100.0
YES	76	62	14	37	39	45	30	1	-	-	76	-	42	9	5	3	17
	47.0	50.7	35.5	44.4	49.8	71.5	31.6	23.5			47.0		53.5	37.0	32.2	43.7	47.6
NO	85	61	25	47	38	18	64	3	-	-	85	-	36	16	10	4	19
	52.3	49.3	61.7	55.6	48.7	28.5	67.2	76.5			52.3		46.5	63.0	61.3	56.3	52.4
REFUSED	1	-	1	-	1	-	1	-	-	-	1	-	-	-	1	-	-
	0.7		2.8		1.4		1.2				0.7				6.5		

T-TEST A-Z= 95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ  
Z-TEST A-Z= 95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ

B111. ARE ANY CHILDREN IN YOUR HOUSEHOLD...  
UNDER 5 YEARS OF AGE

	TRAVEL FREQUENCY TO SHOP OUTSIDE STRATHCONA				SHOPPING AREAS/MALLS VISITED					
	TOTAL	WEEKLY OR MORE	1-3 TIMES A MONTH	LESS OFTEN	SOUTH EDMONTON COMMON	SOUTHGATE MALL	WEST EDMONTON MALL	KINGSWAY MALL	SOUTHSIDE	OTHER
	--A--	---B---	----C----	--D--	----E----	----F----	----G----	----H----	----I----	--J--
TOTAL INTERVIEWS (ACTUAL)	148	61	68	19	65	41	29	19	14	66
TOTAL INTERVIEWS (WEIGHTED)	163 100.0	67 100.0	75 100.0	20 100.0	73 100.0	46 100.0	33 100.0	21 100.0	15 100.0	71 100.0
YES	76 47.0	37 55.5	33 44.6	5 27.2	40 54.4 J	28 61.0 J	14 41.5	11 50.4	5 36.0	27 37.7
NO	85 52.3	30 44.5	42 55.4	14 67.3	32 44.1	18 39.0	19 58.5	11 49.6	9 64.0	44 62.3 EF
REFUSED	1 0.7	-	-	1 5.5	1 1.5	-	-	-	-	-

T-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ  
Z-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ

B111. ARE ANY CHILDREN IN YOUR HOUSEHOLD...  
5-12 YEARS

	AREA OF RESIDENCE			GENDER		AGE			HH COMPOSITION				WORKPLACE				
	TOTAL	SHERWOOD PARK	OTHER STRATHCONA	MALE	FEMALE	18-34	35-54	55+	SINGLE	COUPLE	FAMILY W/KIDS <18	FAMILY W/ADULT KIDS ONLY	EDMONTON	SHERWOOD PARK	OTHER STRATHCONA	OTHER AREA	NOT EMP.
	--A--	---B---	----C----	--D--	--E--	--F--	--G--	--H--	---I--	---J--	---K--	---L---	---M---	---N---	---O---	---P--	---Q--
TOTAL INTERVIEWS (ACTUAL)	148	111	37	81	67	52	92	4	-	-	148	-	71	23	16	7	31
TOTAL INTERVIEWS (WEIGHTED)	163	123	40	84	78	64	95	4	-	-	163	-	78	25	17	8	35
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0		100.0	100.0	100.0	100.0	100.0
YES	73	59	15	29	44	17	56	-	-	-	73	-	31	11	5	4	22
	44.9	47.6	36.6	34.5	56.2	26.7	58.9				44.9		40.3	42.3	29.8	57.2	61.7
NO	88	64	24	55	33	47	38	4	-	-	88	-	46	14	11	3	14
	54.4	52.4	60.6	65.5	42.4	73.3	40.0	100.0			54.4		59.7	57.7	63.7	42.8	38.3
REFUSED	1	-	1	-	1	-	1	-	-	-	1	-	-	-	1	-	-
	0.7		2.8		1.4		1.2				0.7				6.5		

T-TEST A-Z= 95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ  
Z-TEST A-Z= 95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ

B111. ARE ANY CHILDREN IN YOUR HOUSEHOLD...  
5-12 YEARS

	TRAVEL FREQUENCY TO SHOP OUTSIDE STRATHCONA				SHOPPING AREAS/MALLS VISITED					
	TOTAL --A--	WEEKLY OR MORE ---B---	1-3 TIMES A MONTH ----C----	LESS OFTEN --D--	SOUTH EDMONTON COMMON ----E---	SOUTHGATE MALL ----F----	WEST EDMONTON MALL ----G----	KINGSWAY MALL ----H---	SOUTHSIDE ----I----	OTHER --J--
TOTAL INTERVIEWS (ACTUAL)	148	61	68	19	65	41	29	19	14	66
TOTAL INTERVIEWS (WEIGHTED)	163 100.0	67 100.0	75 100.0	20 100.0	73 100.0	46 100.0	33 100.0	21 100.0	15 100.0	71 100.0
YES	73 44.9	28 41.1	38 50.5	7 36.9	34 47.2 F	13 27.4	13 39.5	6 26.8	12 78.3	33 46.7 F
NO	88 54.4	40 58.9	37 49.5	12 57.6	37 51.2	34 72.6 EJ	20 60.5	16 73.2	3 21.7	38 53.3
REFUSED	1 0.7	-	-	1 5.5	1 1.5	-	-	-	-	-

T-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ  
Z-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ

B111. ARE ANY CHILDREN IN YOUR HOUSEHOLD...  
12-17 YEARS

	AREA OF RESIDENCE			GENDER		AGE			HH COMPOSITION				WORKPLACE				
	TOTAL	SHERWOOD PARK	OTHER STRATHCONA	MALE	FEMALE	18-34	35-54	55+	SINGLE	COUPLE	FAMILY W/KIDS <18	FAMILY W/ADULT KIDS ONLY	EDMONTON	SHERWOOD PARK	OTHER STRATHCONA	OTHER AREA	NOT EMP.
	--A--	---B---	----C----	--D--	--E--	--F--	--G--	--H--	---I---	---J---	---K---	---L---	---M---	---N---	---O---	---P---	---Q---
TOTAL INTERVIEWS (ACTUAL)	148	111	37	81	67	52	92	4	-	-	148	-	71	23	16	7	31
TOTAL INTERVIEWS (WEIGHTED)	163	123	40	84	78	64	95	4	-	-	163	-	78	25	17	8	35
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0			100.0		100.0	100.0	100.0	100.0	100.0
YES	61	45	16	33	28	16	42	3	-	-	61	-	28	12	7	2	12
	37.5	36.4	40.8	39.0	35.9	24.6	44.5	76.5			37.5		35.5	46.2	43.6	28.1	34.8
NO	101	78	22	52	49	48	52	1	-	-	101	-	50	13	8	5	23
	61.8	63.6	56.4	61.0	62.7	75.4	54.3	23.5			61.8		64.5	53.8	49.9	71.9	65.2
REFUSED	1	-	1	-	1	-	1	-	-	-	1	-	-	-	1	-	-
	0.7		2.8		1.4		1.2				0.7				6.5		

T-TEST A-Z= 95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ  
Z-TEST A-Z= 95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ

B111. ARE ANY CHILDREN IN YOUR HOUSEHOLD...  
12-17 YEARS

	TRAVEL FREQUENCY TO SHOP OUTSIDE STRATHCONA				SHOPPING AREAS/MALLS VISITED					
	TOTAL	WEEKLY OR MORE	1-3 TIMES A MONTH	LESS OFTEN	SOUTH EDMONTON COMMON	SOUTHGATE MALL	WEST EDMONTON MALL	KINGSWAY MALL	SOUTHSIDE	OTHER
	--A--	---B---	----C----	--D--	---E---	----F----	----G----	----H----	----I----	--J--
TOTAL INTERVIEWS (ACTUAL)	148	61	68	19	65	41	29	19	14	66
TOTAL INTERVIEWS (WEIGHTED)	163 100.0	67 100.0	75 100.0	20 100.0	73 100.0	46 100.0	33 100.0	21 100.0	15 100.0	71 100.0
YES	61 37.5	25 37.2	25 32.8	11 56.2	19 26.3	17 36.8	17 51.4 E	12 56.0	7 44.3	32 44.9 E
NO	101 61.8	42 62.8	50 67.2	8 38.3	53 72.2 GJ	29 63.2	16 48.6	9 44.0	8 55.7	39 55.1
REFUSED	1 0.7	-	-	1 5.5	1 1.5	-	-	-	-	-

T-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ  
Z-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ

C. HOW MANY YEARS HAVE YOU LIVED IN STRATHCONA COUNTY?

	AREA OF RESIDENCE			GENDER		AGE			HH COMPOSITION				WORKPLACE				
	TOTAL	SHERWOOD PARK	OTHER STRATHCONA	MALE	FEMALE	18-34	35-54	55+	SINGLE	COUPLE	FAMILY W/KIDS <18	FAMILY W/ADULT KIDS ONLY	EDMONTON	SHERWOOD PARK	OTHER STRATHCONA	OTHER AREA	NOT EMP.
	--A--	---B---	----C----	--D--	--E--	--F--	--G--	--H--	---I--	---J--	---K--	---L---	---M---	---N---	----O----	---P--	---Q--
TOTAL INTERVIEWS (ACTUAL)	500	377	123	240	260	110	216	174	105	197	148	48	190	66	37	22	183
TOTAL INTERVIEWS (WEIGHTED)	500 100.0	375 100.0	125 100.0	246 100.0	254 100.0	136 100.0	224 100.0	140 100.0	100 100.0	184 100.0	163 100.0	51 100.0	204 100.0	69 100.0	40 100.0	23 100.0	162 100.0
MEAN	17.96	17.55	19.21	17.44	18.48	13.89	15.72	25.51FG	18.11K	21.23K	13.41	19.90K	15.34	16.76	18.41	17.83	21.68MN
STD. DEV.	12.97	13.04	12.73	12.97	12.97	10.33	12.40	13.10	13.07	13.53	11.34	11.73	11.69	11.53	13.67	13.18	14.05
STD. ERR.	0.58	0.67	1.14	0.83	0.82	0.89	0.83	1.11	1.31	1.00	0.89	1.63	0.82	1.38	2.17	2.75	1.11
MEDIAN	15.00	14.00	18.00	14.00	15.00	12.00	11.00	28.00	13.00	20.00	9.00	19.00	12.00	14.00	17.00	13.00	21.00
MAXIMUM	58.00	58.00	54.00	54.00	58.00	38.00	54.00	58.00	58.00	49.00	52.00	54.00	52.00	45.00	54.00	53.00	58.00
LESS THAN 5	71 14.3	57 15.3	14 11.2	43 17.5 E	28 11.2	32 23.9 GH	31 13.7 H	8 5.9	10 10.3	25 13.4	31 19.1	5 10.4	34 16.9	10 14.7	5 13.2	2 9.7	18 11.2
5-9	107 21.4	81 21.5	26 21.1	51 20.6	56 22.2	29 21.3 H	64 28.6 H	14 10.1	28 28.5 JL	24 12.8	50 31.0 JL	5 8.8	49 24.3	13 19.2	9 22.2	6 27.6	29 17.9
10-19	111 22.2	85 22.8	26 20.6	53 21.6	58 22.8	29 21.0	60 26.6 H	23 16.5	18 18.2	37 20.1	38 23.4	18 34.5 IJ	50 24.5	20 29.4 Q	10 24.1	4 18.3	27 16.7
20-29	87 17.4	60 16.1	26 21.1	40 16.1	47 18.6	28 20.9	29 13.1	29 20.7	22 22.0 K	31 17.0	20 12.1	13 24.8 K	34 16.9	12 16.8	8 19.4	5 21.1	28 17.4
30-39	85 17.0	62 16.5	23 18.3	44 17.8	41 16.2	16 11.8	26 11.6	43 30.6 FG	11 10.9	49 26.8 IK	15 9.1	9 17.4	24 11.8	13 18.3	4 10.7	4 18.5	39 23.8 M
40 OR MORE	37 7.3	28 7.4	9 7.0	16 6.4	21 8.1	-	15 6.5	22 15.6 G	10 10.1	17 9.3	7 4.4	2 4.1	10 5.0	1 1.6	4 10.5 N	1 4.7	20 12.4 MN
REFUSED	2 0.5	1 0.4	1 0.7	-	2 0.9	1 1.0	-	1 0.7	-	1 0.5	1 0.8	-	1 0.7	-	-	-	1 0.6

T-TEST A-Z= 95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ  
 Z-TEST A-Z= 95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ

C. HOW MANY YEARS HAVE YOU LIVED IN STRATHCONA COUNTY?

	TRAVEL FREQUENCY TO SHOP OUTSIDE STRATHCONA				SHOPPING AREAS/MALLS VISITED					
	TOTAL	WEEKLY OR MORE	1-3 TIMES A MONTH	LESS OFTEN	SOUTH EDMONTON COMMON	SOUTHGATE MALL	WEST EDMONTON MALL	KINGSWAY MALL	SOUTHSIDE	OTHER
	--A--	---B---	----C----	--D--	----E--	----F----	----G----	----H----	----I----	--J--
TOTAL INTERVIEWS (ACTUAL)	500	202	202	96	146	129	72	62	54	249
TOTAL INTERVIEWS (WEIGHTED)	500	208	204	88	155	127	79	64	58	250
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MEAN	17.96	16.24	18.37	21.16B	15.00	18.98EG	14.86	16.45	22.15EGHJ	18.16EG
STD. DEV.	12.97	12.62	12.69	13.90	11.48	13.44	11.31	12.12	13.97	12.99
STD. ERR.	0.58	0.87	0.89	1.49	0.93	1.20	1.28	1.53	1.85	0.82
MEDIAN	15.00	12.00	15.00	20.00	10.00	18.00	11.00	14.00	21.00	15.00
MAXIMUM	58.00	53.00	54.00	58.00	49.00	54.00	45.00	45.00	50.00	53.00
LESS THAN 5	71	41	20	11	24	17	16	9	5	34
	14.3	19.7 C	9.6	12.2	15.2	13.1	20.8 I	14.3	8.5	13.7
5-9	107	46	50	12	46	25	15	16	9	53
	21.4	21.9	24.3 D	13.7	29.6 I	20.0	18.8	25.1	15.7	21.3
10-19	111	47	47	18	36	27	24	18	11	56
	22.2	22.5	22.9	20.0	23.4	21.5	31.2	27.4	18.5	22.5
20-29	87	30	35	22	22	19	11	10	12	42
	17.4	14.3	17.2	24.8 B	14.3	14.9	14.2	15.2	20.8	17.0
30-39	85	36	37	13	20	27	8	5	12	45
	17.0	17.1	17.9	14.5	12.7	20.9 GH	9.6	7.7	20.0 H	18.1 H
40 OR MORE	37	9	15	12	6	11	4	5	9	18
	7.3	4.5	7.4	13.7 B	3.9	8.6	5.4	8.2	14.9 E	7.1
REFUSED	2	-	1	1	1	1	-	1	1	1
	0.5		0.7	1.0	0.9	1.1		2.1	1.6	0.4

T-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ  
 Z-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ

DI. ARE YOU EMPLOYED OUTSIDE THE HOME?

	AREA OF RESIDENCE			GENDER		AGE			HH COMPOSITION				WORKPLACE				
	TOTAL	SHERWOOD PARK	OTHER STRATHCONA	MALE	FEMALE	18-34	35-54	55+	SINGLE	COUPLE	FAMILY W/KIDS <18	FAMILY W/ADULT KIDS ONLY	EDMONTON	SHERWOOD PARK	OTHER STRATHCONA	OTHER AREA	NOT EMP.
	--A--	---B---	----C-----	--D--	--E---	--F--	--G--	--H--	---I--	---J--	---K---	---L---	---M---	---N---	----O----	--P--	--Q--
TOTAL INTERVIEWS (ACTUAL)	500	377	123	240	260	110	216	174	105	197	148	48	190	66	37	22	183
TOTAL INTERVIEWS (WEIGHTED)	500 100.0	375 100.0	125 100.0	246 100.0	254 100.0	136 100.0	224 100.0	140 100.0	100 100.0	184 100.0	163 100.0	51 100.0	204 100.0	69 100.0	40 100.0	23 100.0	162 100.0
YES	338 67.6	249 66.5	89 70.9	184 75.0	153 60.4	110 81.4	174 77.8	53 37.8	67 67.5	104 56.3	127 78.2	38 74.5	204 100.0	69 100.0	40 100.0	23 100.0	-
NO	162 32.4	126 33.5	36 29.1	62 25.0	101 39.6	25 18.6	50 22.2	87 62.2	32 32.5	80 43.7	35 21.8	13 25.5	-	-	-	-	162 100.0

T-TEST A-Z= .95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ  
 Z-TEST A-Z= .95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ

DI. ARE YOU EMPLOYED OUTSIDE THE HOME?

	TRAVEL FREQUENCY TO SHOP OUTSIDE STRATHCONA				SHOPPING AREAS/MALLS VISITED					
	TOTAL --A--	WEEKLY OR MORE ---B---	1-3 TIMES A MONTH ----C----	LESS OFTEN --D--	SOUTH EDMONTON COMMON ----E--	SOUTHGATE MALL ----F----	WEST EDMONTON MALL ----G----	KINGSWAY MALL ----H----	SOUTHSIDE ----I----	OTHER --J--
TOTAL INTERVIEWS (ACTUAL)	500	202	202	96	146	129	72	62	54	249
TOTAL INTERVIEWS (WEIGHTED)	500 100.0	208 100.0	204 100.0	88 100.0	155 100.0	127 100.0	79 100.0	64 100.0	58 100.0	250 100.0
YES	338 67.6	155 74.2 D	136 66.6 D	47 53.9	115 74.0	88 69.3	57 73.1	43 67.1	44 76.5	179 71.6
NO	162 32.4	54 25.8	68 33.4	40 46.1 BC	40 26.0	39 30.7	21 26.9	21 32.9	14 23.5	71 28.4

T-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ

Z-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ

D1.1. WHERE IS YOUR PLACE OF WORK?

	AREA OF RESIDENCE			GENDER		AGE			HH COMPOSITION				WORKPLACE				
	TOTAL	SHERWOOD PARK	OTHER STRATHCONA	MALE	FEMALE	18-34	35-54	55+	SINGLE	COUPLE	FAMILY W/KIDS <18	FAMILY W/ADULT KIDS ONLY	EDMONTON	SHERWOOD PARK	OTHER STRATHCONA	OTHER AREA	NOT EMP.
	--A--	---B---	----C----	--D--	--E--	--F--	--G--	--H--	---I--	---J--	---K--	---L---	---M---	---N---	----O----	--P--	--Q--
TOTAL INTERVIEWS (ACTUAL)	317	235	82	179	138	90	169	58	62	102	117	35	190	66	37	22	-
TOTAL INTERVIEWS (WEIGHTED)	338	249	89	184	153	110	174	53	67	104	127	38	204	69	40	23	-
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SHERWOOD PARK	69	51	19	29	41	18	37	15	13	23	25	8	-	69	-	-	-
	20.6	20.4	21.1	15.6	26.6	15.8	21.0	29.0	19.9	21.8	19.6	22.1	-	100.0	-	-	-
OTHER STRATHCONA COUNTY	40	20	20	28	11	14	23	3	10	10	17	1	-	-	40	-	-
	11.7	8.0	22.2	15.4	7.3	12.6	13.0	5.7	14.8	10.0	13.4	2.8	-	-	100.0	-	-
EDMONTON	204	161	43	110	94	73	99	32	40	61	78	26	204	-	-	-	-
	60.3	64.6	48.2	59.5	61.3	66.5	56.5	59.9	59.1	58.6	61.1	66.5	100.0	-	-	-	-
OTHER	23	16	7	16	7	6	15	2	4	8	8	3	-	-	-	23	-
	6.8	6.2	8.4	8.4	4.8	5.1	8.9	3.6	6.2	7.7	5.9	8.6	-	-	-	100.0	-
REFUSED	2	2	-	2	-	-	1	1	-	2	-	-	-	-	-	-	-
	0.6	0.8	-	1.1	-	-	0.6	1.8	-	1.9	-	-	-	-	-	-	-

T-TEST A-Z=.95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ  
 Z-TEST A-Z=.95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ

D1.1. WHERE IS YOUR PLACE OF WORK?

	TRAVEL FREQUENCY TO SHOP OUTSIDE STRATHCONA				SHOPPING AREAS/MALLS VISITED					
	TOTAL	WEEKLY OR MORE	1-3 TIMES A MONTH	LESS OFTEN	SOUTH EDMONTON COMMON	SOUTHGATE MALL	WEST EDMONTON MALL	KINGSWAY MALL	SOUTHSIDE	OTHER
	--A--	---B---	----C----	--D--	----E--	----F----	----G----	----H----	----I----	--J--
TOTAL INTERVIEWS (ACTUAL)	317	146	126	45	105	82	51	39	40	168
TOTAL INTERVIEWS (WEIGHTED)	338	155	136	47	115	88	57	43	44	179
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SHERWOOD PARK	69	30	29	10	20	17	18	7	6	33
	20.6	19.7	21.4	20.9	17.0	19.5	31.0 EIJ	17.0	13.7	18.3
OTHER STRATHCONA COUNTY	40	14	16	10	10	7	11	5	5	20
	11.7	9.0	11.7	20.8 B	8.6	8.3	19.5 EF	10.7	12.0	11.2
EDMONTON	204	98	79	27	80	59	26	29	28	111
	60.3	63.4	58.3	56.2	69.7 G	67.5 G	45.6	67.0 G	62.7	62.1 G
OTHER	23	12	11	-	5	3	2	2	5	14
	6.8	7.9	7.9	-	4.7	3.6	3.9	5.2	11.7	7.9
REFUSED	2	-	1	1	-	1	-	-	-	1
	0.6	-	0.7	2.1	-	1.1	-	-	-	0.5

T-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ  
 Z-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ

E. WHICH OF THE FOLLOWING CATEGORIES BEST DESCRIBES YOUR TOTAL ANNUAL HOUSEHOLD INCOME BEFORE TAXES?

	AREA OF RESIDENCE			GENDER		AGE			HH COMPOSITION				WORKPLACE				
	TOTAL	SHERWOOD PARK	OTHER STRATHCONA	MALE	FEMALE	18-34	35-54	55+	SINGLE	COUPLE	FAMILY W/KIDS <18	FAMILY W/ADULT KIDS ONLY	EDMONTON	SHERWOOD PARK	OTHER STRATHCONA	OTHER AREA	NOT EMP.
	--A--	---B---	----C----	--D--	---E---	--F--	---G---	---H---	---I--	---J--	---K---	---L---	---M---	---N---	---O---	---P---	---Q---
TOTAL INTERVIEWS (ACTUAL)	500	377	123	240	260	110	216	174	105	197	148	48	190	66	37	22	183
TOTAL INTERVIEWS (WEIGHTED)	500 100.0	375 100.0	125 100.0	246 100.0	254 100.0	136 100.0	224 100.0	140 100.0	100 100.0	184 100.0	163 100.0	51 100.0	204 100.0	69 100.0	40 100.0	23 100.0	162 100.0
LESS THAN \$100,000	176 35.1	135 36.1	40 32.2	74 29.9	102 40.1 D	55 40.8 G	63 28.2	57 40.6 G	49 48.9 JKL	64 34.5	49 29.9	13 25.7	57 27.8	24 34.7	12 30.1	3 13.5	79 48.6 MO
- LESS THAN \$60,000	64 12.7	51 13.6	12 10.0	24 9.7	40 15.7 D	16 11.6	17 7.6	31 22.0 FG	24 23.6 JKL	25 13.5	12 7.2	2 4.5	16 8.0	8 11.8	3 8.6	-	35 21.4 M
- \$60,000 TO LESS THAN \$80,000	53 10.7	42 11.2	11 9.0	24 9.7	29 11.6	18 13.5	19 8.5	16 11.4	11 11.2	20 11.0	16 10.1	5 10.6	24 11.7	8 11.5	4 11.0	-	17 10.6
- \$80,000 OR MORE	44 8.7	30 8.1	13 10.6	21 8.4	23 9.0	16 11.8 H	22 9.7 H	6 4.0	12 12.5	12 6.6	17 10.5	2 3.7	14 7.0	7 9.8	4 10.5	2 8.7	16 10.0
- REFUSED FURTHER	15 3.0	12 3.1	3 2.7	5 2.1	10 3.9	5 3.9	5 2.4	4 3.1	2 1.6	6 3.4	4 2.2	4 6.9	2 1.0	1 1.6	-	1 4.9	11 6.6 M
\$100,000 OR MORE	251 50.1	185 49.5	65 52.0	144 58.5 E	107 42.0	72 53.0 H	133 59.5 H	45 32.2	41 41.4	78 42.3	104 64.0 IJ	27 52.9	127 62.1 Q	38 55.1 Q	23 59.2 Q	17 72.5	45 27.5
- LESS THAN \$120,000	66 13.2	50 13.3	16 13.1	36 14.6	30 12.0	21 15.7	28 12.4	17 12.3	11 11.4	26 13.9	24 14.5	6 11.1	29 14.3	11 15.8	5 13.5	5 22.7	14 8.9
- \$120,000 TO LESS THAN \$150,000	67 13.5	50 13.5	17 13.5	41 16.6 E	27 10.5	19 13.7	38 16.9 H	11 7.9	13 13.1	21 11.3	27 16.4	7 13.3	37 18.0 Q	11 16.6 Q	8 21.4 Q	5 22.1	6 3.5
- \$150,000 OR MORE	98 19.7	70 18.6	29 22.9	61 24.9 E	37 14.7	26 18.8 H	58 26.1 H	14 10.3	13 13.4	25 13.5	46 28.6 IJ	14 26.5 IJ	53 25.8 Q	14 20.8 Q	7 18.1	6 27.8	18 11.0
- REFUSED FURTHER	19 3.7	15 4.1	3 2.5	6 2.5	12 4.9	7 4.9	9 4.2	3 1.8	3 3.4	7 3.7	7 4.5	1 2.0	8 4.0	1 2.0	3 6.3	-	7 4.1
REFUSED	74 14.8	54 14.5	20 15.7	29 11.6	45 17.9 D	8 6.2	27 12.2	38 27.2 FG	10 9.7	43 23.1 IK	10 6.0	11 21.3 IK	20 10.1	7 10.3	4 10.7	3 14.0	39 24.0 MN

T-TEST A-Z=.95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ  
 Z-TEST A-Z=.95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ

E. WHICH OF THE FOLLOWING CATEGORIES BEST DESCRIBES YOUR TOTAL ANNUAL HOUSEHOLD INCOME BEFORE TAXES?

	TRAVEL FREQUENCY TO SHOP OUTSIDE STRATHCONA				SHOPPING AREAS/MALLS VISITED					
	TOTAL	WEEKLY OR MORE	1-3 TIMES A MONTH	LESS OFTEN	SOUTH EDMONTON COMMON	SOUTHGATE MALL	WEST EDMONTON MALL	KINGSWAY MALL	SOUTHSIDE	OTHER
	--A--	---B---	----C----	--D--	----E--	----F----	----G----	----H----	----I----	--J--
TOTAL INTERVIEWS (ACTUAL)	500	202	202	96	146	129	72	62	54	249
TOTAL INTERVIEWS (WEIGHTED)	500 100.0	208 100.0	204 100.0	88 100.0	155 100.0	127 100.0	79 100.0	64 100.0	58 100.0	250 100.0
LESS THAN \$100,000	176 35.1	63 30.1	74 36.4	39 44.1 B	46 29.8	29 23.0	27 34.6	25 39.1 F	20 34.4	89 35.7 F
- LESS THAN \$60,000	64 12.7	18 8.5	26 12.8	20 22.6 BC	12 7.6	10 7.7	9 11.8	6 9.3	8 14.3	36 14.3 E
- \$60,000 TO LESS THAN \$80,000	53 10.7	24 11.6	22 10.6	7 8.5	17 10.9	10 7.8	10 12.7	12 18.4 FIJ	3 4.3	22 8.8
- \$80,000 OR MORE	44 8.7	17 8.2	21 10.2	6 6.4	14 9.1	7 5.8	4 5.3	2 3.9	8 13.9 H	26 10.4
- REFUSED FURTHER	15 3.0	4 1.7	6 2.8	6 6.5 B	3 2.1	2 1.7	4 4.9	5 7.5 FJ	1 1.9	5 2.1
\$100,000 OR MORE	251 50.1	117 56.2 D	99 48.3	35 39.7	93 59.9 J	80 62.6 J	41 52.2	34 52.7	31 53.7	122 49.0
- LESS THAN \$120,000	66 13.2	29 13.8	24 11.9	13 14.9	20 13.1	12 9.8	7 9.0	11 17.0	9 14.8	33 13.1
- \$120,000 TO LESS THAN \$150,000	67 13.5	36 17.2 D	27 13.2 D	5 5.3	23 14.9	20 15.5	7 8.8	4 6.9	11 18.4	35 13.9
- \$150,000 OR MORE	98 19.7	45 21.7	38 18.8	15 16.9	42 27.3	41 32.0 J	25 31.3 J	13 20.4	11 18.7	50 19.9
- REFUSED FURTHER	19 3.7	7 3.5	9 4.4	2 2.5	7 4.6	7 5.3	2 3.1	5 8.3 J	1 1.9	5 2.1
REFUSED	74 14.8	29 13.7	31 15.3	14 16.2	16 10.3	18 14.3	10 13.2	5 8.3	7 11.9	38 15.4

T-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ

Z-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ

F. GENDER

	AREA OF RESIDENCE			GENDER		AGE			HH COMPOSITION				WORKPLACE				
	TOTAL	SHERWOOD PARK	OTHER STRATHCONA	MALE	FEMALE	18-34	35-54	55+	SINGLE	COUPLE	FAMILY W/KIDS <18	FAMILY W/ADULT KIDS ONLY	EDMONTON	SHERWOOD PARK	OTHER STRATHCONA	OTHER AREA	NOT EMP.
	--A--	---B---	----C----	--D--	--E---	--F--	--G--	--H--	---I--	---J--	---K---	---L---	---M---	---N---	----O----	---P---	---Q---
TOTAL INTERVIEWS (ACTUAL)	500	377	123	240	260	110	216	174	105	197	148	48	190	66	37	22	183
TOTAL INTERVIEWS (WEIGHTED)	500	375	125	246	254	136	224	140	100	184	163	51	204	69	40	23	162
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MALE	246	175	71	246	-	68	110	69	47	84	84	29	110	29	28	16	62
	49.2	46.6	57.1 B	100.0		49.7	49.0	49.1	47.3	45.8	52.0	56.3	53.9 Q	41.3	71.7 MNQ	67.8	38.0
FEMALE	254	200	54	-	254	68	114	71	53	100	78	23	94	41	11	7	101
	50.8	53.4 C	42.9		100.0	50.3	51.0	50.9	52.7	54.2	48.0	43.7	46.1 O	58.7 O	28.3	32.2	62.0 MO

T-TEST A-Z= .95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ  
 Z-TEST A-Z= .95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ

F. GENDER

	TRAVEL FREQUENCY TO SHOP OUTSIDE STRATHCONA				SHOPPING AREAS/MALLS VISITED					
	TOTAL	WEEKLY OR MORE	1-3 TIMES A MONTH	LESS OFTEN	SOUTH EDMONTON COMMON	SOUTHGATE MALL	WEST EDMONTON MALL	KINGSWAY MALL	SOUTHSIDE	OTHER
	--A--	---B---	----C----	--D--	----E--	----F----	----G----	----H----	----I----	--J--
TOTAL INTERVIEWS (ACTUAL)	500	202	202	96	146	129	72	62	54	249
TOTAL INTERVIEWS (WEIGHTED)	500	208	204	88	155	127	79	64	58	250
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MALE	246	109	94	43	72	56	38	23	32	124
	49.2	52.4	46.0	49.2	46.5	43.9	48.7	35.6	54.7 H	49.7 H
FEMALE	254	99	110	45	83	71	40	41	26	126
	50.8	47.6	54.0	50.8	53.5	56.1	51.3	64.4 IJ	45.3	50.3

T-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ  
 Z-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ

A. BEFORE WE BEGIN, MAY I CONFIRM IF YOU LIVE IN:

	AREA OF RESIDENCE			GENDER		AGE			HH COMPOSITION				WORKPLACE				
	TOTAL	SHERWOOD PARK	OTHER STRATHCONA	MALE	FEMALE	18-34	35-54	55+	SINGLE	COUPLE	FAMILY W/KIDS <18	FAMILY W/ADULT KIDS ONLY	EDMONTON	SHERWOOD PARK	OTHER STRATHCONA	OTHER AREA	NOT EMP.
	--A--	---B---	----C-----	--D--	--E---	--F--	--G--	--H--	---I--	---J--	---K---	---L---	---M---	---N---	----O----	---P---	---Q---
TOTAL INTERVIEWS (ACTUAL)	500	377	123	240	260	110	216	174	105	197	148	48	190	66	37	22	183
TOTAL INTERVIEWS (WEIGHTED)	500	375	125	246	254	136	224	140	100	184	163	51	204	69	40	23	162
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SHERWOOD PARK OR	375	375	-	175	200	108	158	109	75	136	123	40	161	51	20	16	126
	75.0	100.0		71.0	78.9	79.9	70.3	77.8	75.5	73.8	75.6	77.7	79.0	73.1	50.3	67.5	77.5
ELSEWHERE IN STRATHCONA COUNTY	125	-	125	71	54	27	66	31	24	48	40	11	43	19	20	7	36
	25.0		100.0	29.0	21.1	20.1	29.7	22.2	24.5	26.2	24.4	22.3	21.0	26.9	49.7	32.5	22.5

T-TEST A-Z=.95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ  
 Z-TEST A-Z=.95 COLUMNS TESTED= BC DE FGH IJKL MNOPQ

A. BEFORE WE BEGIN, MAY I CONFIRM IF YOU LIVE IN:

	TRAVEL FREQUENCY TO SHOP OUTSIDE STRATHCONA				SHOPPING AREAS/MALLS VISITED					
	TOTAL	WEEKLY OR MORE	1-3 TIMES A MONTH	LESS OFTEN	SOUTH EDMONTON COMMON	SOUTHGATE MALL	WEST EDMONTON MALL	KINGSWAY MALL	SOUTHSIDE	OTHER
	--A--	---B---	----C----	--D--	----E--	----F----	----G----	----H----	----I----	--J--
TOTAL INTERVIEWS (ACTUAL)	500	202	202	96	146	129	72	62	54	249
TOTAL INTERVIEWS (WEIGHTED)	500	208	204	88	155	127	79	64	58	250
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SHERWOOD PARK OR	375	163	147	64	125	105	61	48	32	178
	75.0	78.5	72.1	73.5	80.7 IJ	82.5 IJ	78.1 I	75.0 I	55.0	71.2 I
ELSEWHERE IN STRATHCONA COUNTY	125	45	57	23	30	22	17	16	26	72
	25.0	21.5	27.9	26.5	19.3	17.5	21.9	25.0	45.0 EFGH	28.8 EF

T-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ

Z-TEST A-Z=.95 COLUMNS TESTED= BCD EFGHIJ

DISTRIBUTION OF INTERVIEWERS (GENDER/AGE/REGION)

	TOTAL ACTUAL	TOTAL WEIGHTED
	-----	-----
TOTAL INTERVIEWS (ACTUAL)	500	500
TOTAL INTERVIEWS (WEIGHTED)	500 100.0	500 100.0
GENDER		
-----		
MALE	240 48.0	246 49.2
FEMALE	260 52.0	254 50.8
AGE		
-----		
18 TO 34	110 22.0	136 27.2
35 TO 44	106 21.2	110 22.0
45 TO 54	110 22.0	114 22.8
55 TO 64	87 17.4	82 16.4
65 YEARS AND OVER	87 17.4	58 11.6
AREA		
-----		
SHERMOOD PARK	377 75.4	375 75.0
OTHER STRATHCONA COUNTY	123 24.6	125 25.0

# Appendix A



MUSTEL GROUP  
MARKET RESEARCH

# Questionnaire



Strathcona Retail Questionnaire  
Final — October 12, 2010

Hello, I'm \_\_\_ of Mustel Group Market Research, a professional research firm. We are conducting a brief survey on behalf of Strathcona County regarding retail services and needs of residents. Please be assured we are not selling or soliciting anything and all responses are kept strictly confidential.

- A. Before we begin, may I confirm if you live in:  
Sherwood Park or  
Elsewhere in Strathcona County?  
IF NEITHER, THANK AND TERMINATE

May I please to speak to the male/female in this household, who is 18 years of age or over and whose birthday comes next?

---

**Persuaders—only if needed:**

- This is strictly an opinion survey; we are not selling or soliciting anything.
- Your number was selected at random for participation in this research.
- All responses are strictly confidential and anonymous; your identity is never revealed to anyone else, including the client.
- The survey is approximately 8 minutes in length depending on your responses.
- IF INQUIRES ABOUT SPONSOR: The sponsor is Strathcona County.

---

B. GENDER [OBSERVE & RECORD]

MALE

FEMALE

1. How often, if at all, do you travel outside of Sherwood Park or Strathcona County for shopping purposes? READ SCALE

More than once a week

About once a week

About once every two to three weeks

About once a month

About once every two to three months

Less often GO TO Q.6

2. Where do you tend to shop outside Strathcona County?

Edmonton: SPECIFY MALLS/AREAS

---

Other: SPECIFY

---

3. Why do you shop at these malls or areas? PROBE: Any other reasons? PROBE FULLY
- 
-

**Strathcona Retail Questionnaire**  
Final — October 12, 2010

4. Which, if any, of the following types of products do you tend to purchase outside Strathcona County? RANDOMIZE AND READ LIST

Food/groceries  
Adult clothing  
Children's clothing  
Shoes or footwear  
Drug store type needs  
Household furnishings and home accessories  
Kitchenware and small appliances  
Large appliances  
Home electronics  
Giftware  
Pets or pet supplies  
Books  
Garden and nursery supplies  
Sporting goods  
Automobiles/vehicles  
Computer equipment/ software  
Other? SPECIFY \_\_\_\_\_

5. Approximately what percentage of your total retail expenditures would you say you make outside of Strathcona County? IF RESPOND DON'T KNOW: Please provide your best estimate. \_\_\_\_%
6. What if any specific retail stores or types of stores or services do you believe are needed in the community? PROBE: Any others?
- 

**Demographics**

And, I have just a few more questions for classification purposes...

- A. Into which of the following age categories do you fall?

18 to 24 years  
25 to 34 years  
35 to 44 years  
45 to 54 years  
55 to 64 years  
65 or better

Strathcona Retail Questionnaire  
Final — October 12, 2010

Bi. Which of the following best describes your current household...?

- Single with no children at home Go to C
- A couple with no children at home Go to C
- A family with children under 18 years of age at home:
  - PROBE: is that a
  - 2-parent or
  - single parent household?
- A family with **only** adult children at home
- OTHER Specify: \_\_\_\_\_

Bii. IF HAVE CHILDREN <18: How many children live in your household? \_\_\_\_

Biii. Are any children in your household (MULTI-ANSWER OK):

- under 5 years of age \_\_\_
- 5-12 years \_\_\_
- 12-17 years \_\_\_

C. How many years have you lived in Strathcona County? \_\_\_\_ Years

Di. Are you employed outside the home?

Yes

No

ii. IF YES: Where is your place of work?

Sherwood Park

Other Strathcona County

Edmonton

Other: SPECIFY

E. Which of the following categories best describes your total annual household income before taxes?

**Less than \$100,000**

Is that:

- Less than \$60,000
- \$60,000 to less than \$80,000, or
- \$80,000 or more

**Or \$100,000 or more**

Is that:

- Less than \$120,000
- \$120,000 to less than \$150,000
- \$150,000 or more

Don't know

H. Postal Code (FROM SAMPLE)

Thank you. That completes our survey.