

# 2009 Shaunavon Economic Survey

## Results

June 15, 2009

The Shaunavon Economic Development committee did a mail out to the residents of Shaunavon with an Economic Survey that posed 9 questions regarding the current economic status of our community. The following are the results from these surveys.

There were a total of 81 people that returned the surveys. Of the 81 55.5% were female and 44.5% were male.

The ages of the participants were:

0-19 Years	19-29 Years	30-39 Years	40-49 Years	50-65 Years	65+ Years
<b>1.2%</b>	<b>6.2%</b>	<b>4.9%</b>	<b>11.1%</b>	<b>30.9%</b>	<b>40.7%</b>

**5% of the total participants chose not to disclose their age.**

The average amount of years that the participants have lived in the community was **32 Years**.

**85%** of the participants were aware of the Shaunavon Economic Development Committee and their operation and **15%** were not.

We asked the population to prioritize job creation, population growth, youth retention, Tourism Destination, Retirement Community, and value added by number them from 1, being a main priority to 6, being least priority. The following is how they fell in order from 1 to 6.

1. Job Creation
2. Youth Retention
3. Population Growth
4. Tourism Destination

Retirement Community and Value Added were both considered the least important priority for our community.

When asked what is the personal outlook for our community **48.7%** felt that it was somewhat optimistic. **18%** felt it was very optimistic and **33.3%** felt they were uncertain.

The Shaunavon EDC asked the public what priority they should give to the development of multiple projects. Senior Housing, Light Industrial Manufacturing, Community College and Higher Education (satellite campus) were felt to be a high priority. Business Offices, Fast Food Restaurants, Entertainment, and Home Businesses were Medium priority. Warehouses, and Convenience Stores were of low priority.

Other High Priority items were:

- Recreational Facility – support and promote on going fund raisers to allow more to Wickenheiser Centre
- Indoor Pool
- Ethanol Plant
- Rental Properties
- Medical Services
- Good coffee shop, restaurant that is not fast food, bookstore
- Keeping our theatre
- Hardware store
- Recycling

Regarding our current economic state we asked how important some factors were to the decision to shop locally as well as how Shaunavon currently performs each of these aspects, the results are as follows:

**Regarding the decision to shop locally:**

*Selection of Merchandise:* **78%** of participants felt that this was a very important factor.

*Extended Shopping Hours:* **54%** of participants felt this was not an important factor.

*Price/Value and Quality of Businesses:* **68%** of participants felt these both were very important factors.

*Promotions:* **40%** of participants felt this was somewhat important.

*Customer Service:* **85%** of participants felt this was very important.

*Cleanliness of Area:* **71%** felt this was very important.

When asked how they felt Shaunavon does currently regarding the above aspects, the participants all agreed that each aspect could be improved within our business community. The following are the percentage of participants that said each factor could be improved.

*Selection of Merchandise:* **49%**

*Extended Shopping Hours:* **45%**

*Price/Value*

*Quality of Businesses:* **54%**

*Promotions:* **53%**

*Customer Service:* **46%**

*Cleanliness of Area:* **54%**

Lastly, we asked participants to list what businesses as a citizen they would like to see added to our town. Listed are the exact comments that the public listed.

What businesses would you as a citizen like to see added to our town?

- Another hardware store
- I would like to see the ethanol plant and feedlot get established
- If there was any way of attracting a manufacturing plant, that would be perfect!
- We really miss True value – it provided goods and services we no longer have.
- All businesses excellent – except our downtown restaurants which are very unpredictable
- I find Shaunavon Co-op a lovely place to shop but many items (most) are priced well above the grocery and home supply stores in Swift Current
- Another grocery store
- Hardware
- Lumber yard
- A bakery
- Hardware Store ( really miss True Value)
- Hardware Store
- Need a Hardware Store to replace the loss of True Value
- Restaurants need to offer more consistent hours of operation and be better coordinated
- All restaurants are open on a Tuesday but none or one open on a holiday. This poses a problem at Xmas, Easter, and during special events like Boomtown Days.
- Better Hardware Store, “Home Hardware”
- Retail = consumer goods
- Services (of nearly every kind)
- Just a Hardware store like True Value
- Hardware Store
- Hardware Store
- Dry cleaning
- Shoe Repair
- Sporting Store (for summer sports) re: golfing, even a catalogue outlet where golf shoes, shirts etc could be ordered
- Ethanol Plant
- Wind powered electrical sub-station. It is predominantly windy here, so why not set up wind mills West of Town next to Sk Power’s main grid line. Don’t set them up west of the lagoon, or they may blow in the stink from “Crystal Lake’s” spring thaw.
- Fast food franchises of any nature i.e.: Subway, KFC
- Taxi Service
- 24 hr card lock service station where ALL the pumps actually work in all weather conditions 24/7/365
- Drop-in centre for youth
- Touchless car wash
- Hunting/Fishing goods store
- Steam locomotive and train offering excursions between Cadillac and Robsart on the GWR line.

- We miss True Value – good hardware store
- In about 5 years – 10 years you will have a chiropractor, probably optometrist, physio therapist, massage therapist all retiring – may need to do some help recruiting for these services too.
- Hardware Store
- Shoe Store (men & women)
- I would like to have another grocery store other than the Co-op; I feel Co-op needs to have competition to keep their prices down.
- I would also like to have more fast food places; a hardware store would also be awesome. A night club that can bring in bands or do karaoke more things for adults to do. Also an indoor pool would be great. A place where you can have a coffee after the movies or a drink on an outdoor patio. A games place for our youth that are 15+ that can hang out.
- A hardware store to replace True Value
- Lumberyard or home depot
- A good hardware store – like Home Hardware – I really miss True Value
- Home Hardware!!! Well stocked lumberyard!!
- Coffee shop with specialty coffees/deli
- Restaurant that allows for better dining and enough space so that if you are having a meeting or special event you have some privacy
- Bookstore
- Missing middle priced clothing stores, shoe stores, we tend to lean too much on “dollar stores”, Field stores/Bargain shop, and one is enough, yet we are lacking businesses that have mid-range...other than a higher end restaurant would help
- Extended hours of vital businesses (i.e. Service Stations, Restaurants)
- Attracting industry businesses rather than concentrating on rinks (ethanol plant will bring population to Shaunavon – a 8 million dollar rink is NOT going to make people move here)
- Shaunavon should be asking what makes people move to bigger town and comparing those reasons to what Shaunavon is lacking (if anything)
- Making Climax border crossing 24 hours will help if road to Climax is repaired that stretch is terrible and someone is going to be killed on it.
- Hardware store!!! The closing of True Value was a significant loss to our community
- I find myself going to Swift Current at least once a month to get lawn/garden supplies as well as products for DIY projects around the house. Co-op does not have the selection or knowledge to compete. While I am in Swift Current I do all of my grocery shopping as the prices at the Shaunavon Co-op are way too high for myself to afford. I refuse to shop there when I can get it for half the price somewhere else. I believe in shopping locally, however, make it affordable.
- Dry cleaner
- Sewing repairs
- Home repairs
- Small engine repair
- Home hardware
- Yard care service (winter & summer)

- Glass repair & supply
- Cartage and hauling service
- Storage building (mini-storage)
- Car dealership
- Children's clothing 3mos – 12 yrs
- A "good" hardware store i.e. Home Hardware
- Bakery
- Lumberyard that is well stocked
- Hardware Store
- Industry, Manufacturing plant
- Coffee shop with good coffee, cakes, etc
- Manufacturing businesses that will employ local people
- Hardware Store
- Hardware Store – Home Hardware
- Lumberyard
- Hardware Store
- Nice Restaurant with a top notch cook
- Hardware Store – Home Hardware
- Service Station
- Good Hardware Store such as Home Hardware or Macleod's
- Healthcare retention – doctors, nurses, dentists, pharmacists, optometrists
- Some competition to Co-op store
- Hardware Store
- Bakery
- Hardware Store
- Quality Restaurant
- Gas Station
- Good Lumberyard
- A good Hardware/Lumberyard that has product or at least can get it
- Hobby & Craft Supplies
- Hardware such as True Value or Home Hardware very important
- Another drug store for competition
- Another Service Station
- Hardware Store
- Fast Food ie: Subway
- Hardware Store
- Bakery
- Casino
- Home Hardware
- New Seniors Centre

- Nice dining facility with proper atmosphere
- As long as it is a business that helps and keeps this town on the map – Helps keep our young people around and brings new people in
- Full service Hardware Store
- Professionally staffed restaurant(s) – Shaunavon has perhaps the worst dining facilities in Southwest SK
- Weekly fresh produce market for local veggies etc
- Our Co-op should be competitive in pricing – both groceries and hardware. People can go to Swift Current (even Gull Lake) for weekly groceries and pay for the trip in their savings. If we do have a sale a lot of the shelves are empty.
- Nicer hotels, better restaurants, gas station open until 10 p.m. or later with real slush machines, Hardware/Lumber store that values customers, ethanol plant.
- Rental Store (Industrial Equipment)
- “Paintball”
- Good Car Wash with auto option
- Sports store with everything not just Hockey
- “Greyhound” or other courier
- I would like to see what we have retained
- I would like to see more emphasis on downtown sites and way less on Wickenheiser Centre
- I do feel your thrust should be on business development in terms of stores and industries
- Tourism is immensely important, but I feel it needs a group approach of various elements involved ie: EDC, Recreation, Parks, Museum, Library, Chamber of Commerce
- Communication between groups, voluntary economic municipal government rural and regional’s of utmost importance.
- Manufacturing
- Hardware Store
- A service station for cars and light trucks
- A lumber yard – VERY IMPORTANT!!!
- Hardware, footwear, department stores, drug store ie: Home Hardware or Peavey Mart
- Payless Shoes
- Hardware Store, Auto Dealer (ie: Ford, Dodge, Honda)
- Fast Food (ie: A&W, Subway)
- Rental store
- Some place where the kid can hang out youth centre
- Shoe Store, fast food, Hardware Store, Automotive Dealerships, Quads and Bike dealerships ie: Honda, Ford
- Clothing Store
- Wal-Mart
- A track for Motor Bikes or quads
- A drag strip

- I would like to see a convenience store like “the Gat” or “Redimart” a place to get gas/snacks/fresh subs/etc
- A competitive grocery store!!! The Co-op grocery stores prices are OUTRAGEOUS!!!
- I also would like to see gas stations open earlier and later at night! Not being able to get gas later then 8:00 p.m. is VERY VERY Inconvenient!!
- Home Hardware
- Lumberyard competition – with trained personnel
- Hardware Store
- Competitive Grocery Store – Co-op prices are going sky high!!!
- Lateral sewer replacement
- Martial arts
- Recycling blue box
- Tree nursery
- Competitor for hardware/lumber
- A hardware store
- A hardware store/lumberyard which carries some stock!
- Drycleaning
- Shoe store
- Restaurant/fast food chain business ie: Boston Pizza, M&M Meats, A&W
- Lighting – hardware store
- Try & attract more nurses!
- Any type of manufacturing or secondary type that creates employment and diversification from farming or oil patch.
- I would like to see more unique specialty shopping, a place with character or atmosphere for lunch, dinner and good coffee and/or fine dining
- Hardware Store
- Too many second class stores
- A “nice” dining facility
- Better travel service
- Better snow removal
- Summer fair or farmers market
- Hardware
- Food store – some competition
- Clothing store
- Hardware Store
- A&W or something like that would be good.
- A pet store would be good as well ie: Petcetera or such.
- At least one major franchise restaurant (DQ/A&W) would make a big difference
- Customer service – quality evaluation by an independent auditor would be a useful investment
- At least one fast food outlet ie: subway,A&W, or such

- More opportunities for “office jobs” rather than strictly labor jobs ie: marketing, accounting, sales, etc.
- It would be good if a space could be set aside at the dump for lumber and building materials to be recycled. It is sad to see usable material being burnt
- More stores with a variety of merchandise
- I have lived in Shaunavon all my life and am happy the way it is. I would like to see more people come to Shaunavon.
- I would like to see another hardware store
- **HARDWARE STORE**
- We know we have “sort of” assisted living, but there is nothing that provides “in home” type of home care 24 hrs for people that need a “little” help and not bad enough for the nursing homes.