

VEGREVILLE BUSINESS NEEDS & OPPORTUNITIES SURVEY

RESULTS SUMMARY | AUGUST 2026

VEGREVILLE BUSINESS NEEDS & OPPORTUNITIES SURVEY

ABOUT THE SURVEY

The Town of Vegreville conducted the Business Needs & Opportunities Survey to better understand local shopping and spending habits, identify products and services residents currently purchase outside the community, and explore opportunities for new or expanded businesses in Vegreville.

The survey examined six primary areas:

- Typical household spending
- Shopping and spending habits
- Entertainment, recreation and hobbies
- Personal, household and health services
- Dining
- Business and market gaps

The results provide an indication of community interests and perceived market gaps. They should be viewed as a tool to help inform business retention, expansion and attraction efforts—not as a formal market or feasibility study.



VEGREVILLE BUSINESS NEEDS & OPPORTUNITIES SURVEY

SURVEY AT A GLANCE

Several clear themes emerged from the survey:

- 94% of respondents purchase from a Vegreville business at least once per week.
- Household, automotive and property services showed the strongest local spending retention at 69%.
- Groceries and day-to-day household needs also performed strongly, with approximately 64% of spending remaining in Vegreville.
- Clothing and footwear showed the greatest retail leakage, with approximately 77% of spending occurring outside Vegreville or online.
- 42% of respondents identified specialty bakery, deli, butcher or seafood products as an additional retail offering they would support.
- 67% identified late-night dining after 9:00 p.m. as Vegreville's greatest food-service time gap.
- 42% identified expanded diagnostic imaging as a beneficial additional health service.
- 44% identified young professionals as an underserved market, followed closely by teenagers and young adults at 40%.

Overall, responses suggest residents are willing to support local businesses when suitable products, services and experiences are available.



VEGREVILLE BUSINESS NEEDS & OPPORTUNITIES SURVEY

TYPICAL HOUSEHOLD SPENDING

Where are households currently spending their money?

Spending Category	In Vegreville	Outside Vegreville	Online
Groceries & day-to-day household needs	63.69%	19.05%	17.26%
Clothing, footwear & accessories	23.24%	41.08%	35.68%
Home improvement, furniture & décor	43.75%	33.96%	22.29%
Sporting goods & outdoor recreation products	33.70%	38.70%	27.61%
Books, toys, games, crafts & hobbies	28.72%	29.79%	41.49%
Restaurants, cafés & entertainment	51.26%	42.89%	5.86%
Personal care services	52.05%	43.37%	4.58%
Household, automotive & property services	68.91%	25.43%	5.65%
Health & wellness services	44.75%	44.54%	10.71%



Groceries and household needs: Respondents generally indicated that Vegreville meets most everyday household needs. Some noted that online purchasing increases during winter or when particular products are not available locally.

Clothing and footwear: Limited selection was a consistent concern. Respondents identified affordability, sizing, style variety, footwear and access to workwear as areas where local options could be improved. Expanded thrift and second-hand options were also suggested.

Home improvement and décor: Existing retailers were acknowledged as meeting many needs, but respondents identified price, selection and variety as reasons for shopping elsewhere. Suggestions also included furniture and building-material reuse, expanded thrift options and a tool-lending library.

Sporting goods: Price and access to budget-friendly products were identified as reasons for shopping online or outside Vegreville.

Books, toys, games, crafts and hobbies: Online spending was particularly strong in this category. Respondents suggested local stores do not always carry the specialized products or selection required by different demographic or hobby groups.

Restaurants and entertainment: Respondents expressed support for existing local businesses but asked for greater variety, including healthier choices, different cuisines and more unique independent establishments.

Personal care and wellness: Respondents identified demand for additional massage, chiropractic, acupuncture, holistic and therapy services, along with greater capacity among existing providers.

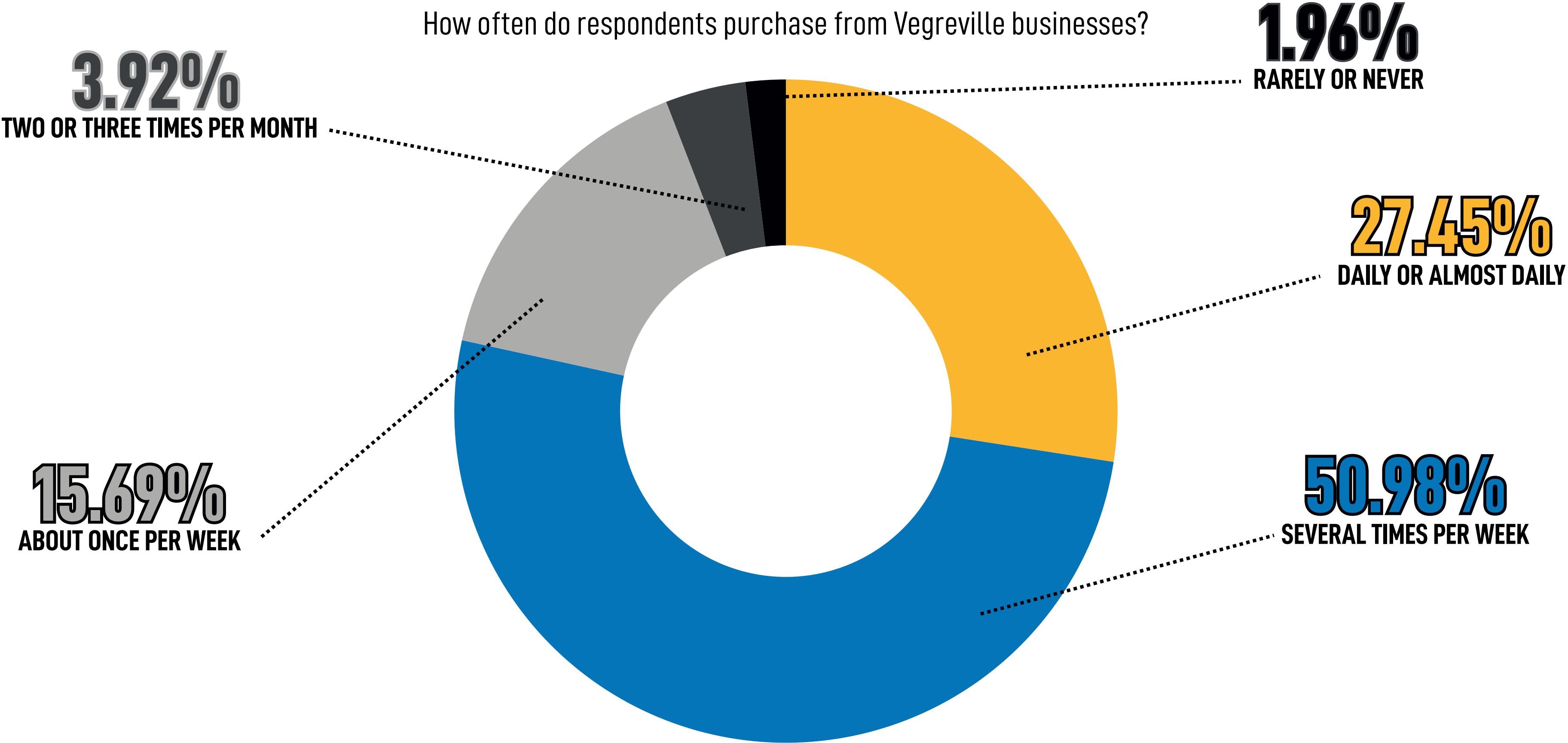
Household, automotive and property services: This was Vegreville's strongest category for local spending. Specialized automotive brands and additional commercial or industrial services were among the opportunities identified.

Health and wellness: Appointment availability and hours of operation were recurring concerns. Respondents requested more evening and weekend options, additional providers and improved access to walk-in or clinic services.

VEGREVILLE BUSINESS NEEDS & OPPORTUNITIES SURVEY

SHOPPING & SPENDING HABITS

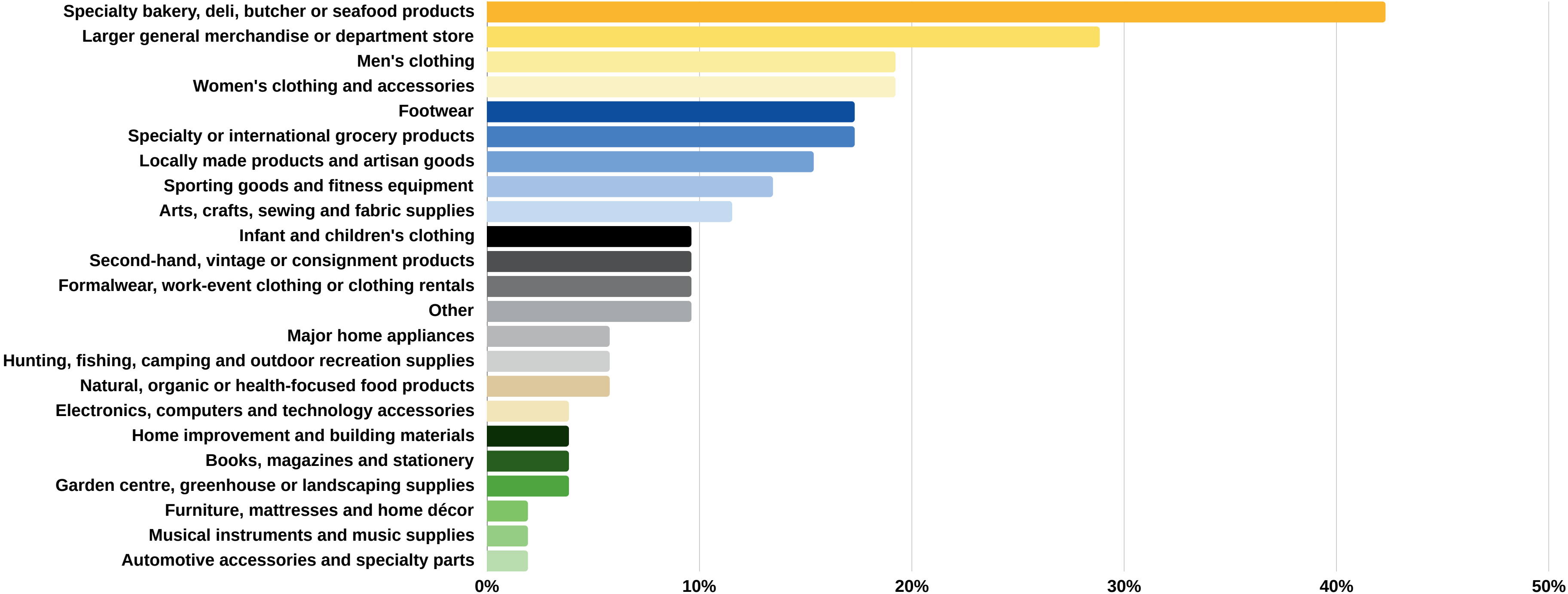
How often do respondents purchase from Vegreville businesses?



VEGREVILLE BUSINESS NEEDS & OPPORTUNITIES SURVEY

WHICH ADDITIONAL OR EXPANDED RETAIL OFFERINGS WOULD HOUSEHOLDS SUPPORT?

NOTE: RESPONDENTS COULD SELECT UP TO THREE



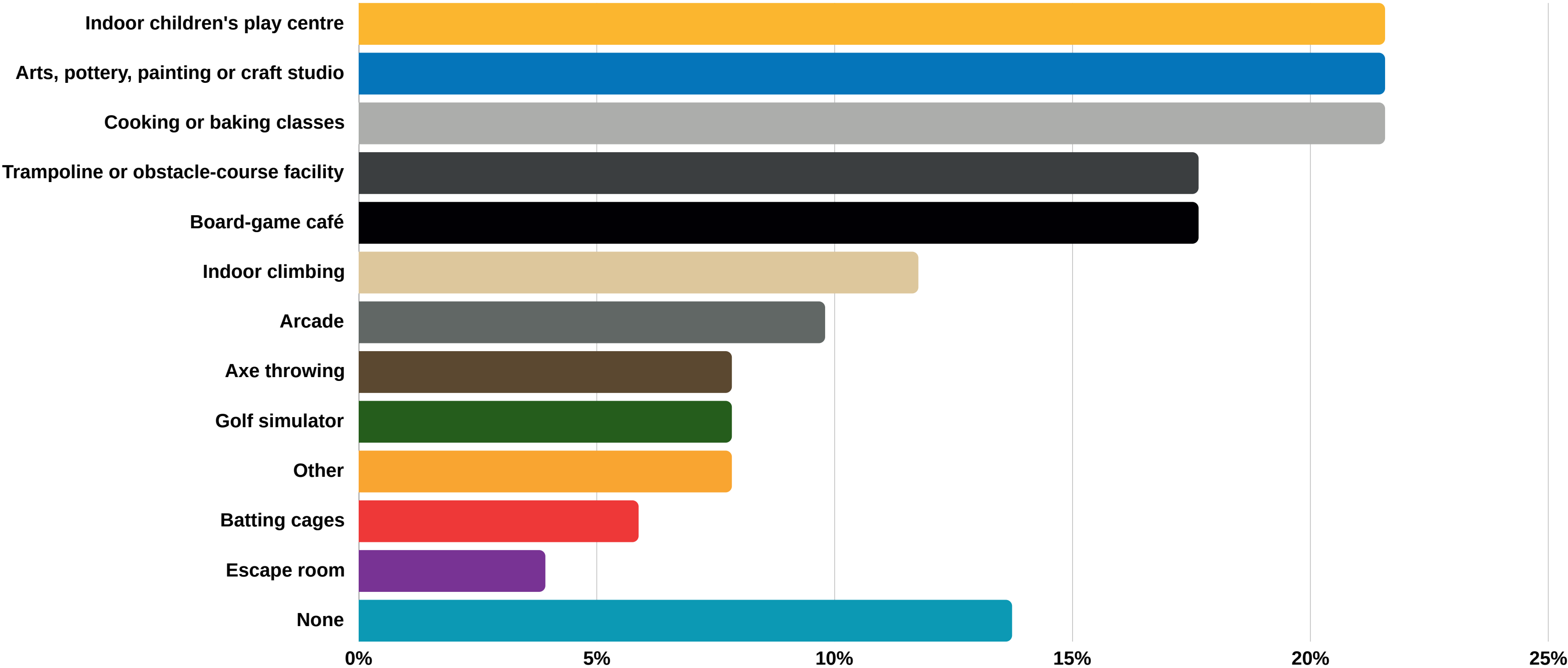
What We
Heard

FROM THE COMMENTS: Suggestions included a bakery, bicycle shop, bulk-food store, improved restaurant/pub choices and additional social opportunities for younger adults.

VEGREVILLE BUSINESS NEEDS & OPPORTUNITIES SURVEY

WHICH ADDITIONAL ENTERTAINMENT OR RECREATION BUSINESSES WOULD HOUSEHOLDS USE?

NOTE: RESPONDENTS COULD SELECT UP TO TWO



FROM THE COMMENTS: Suggestions included a multi-purpose indoor entertainment facility, family-friendly brewery with games or arcade activities, additional restaurant/pub entertainment, and further investment in existing family programming. Comments also frequently suggested combining several activities into a single indoor facility capable of serving different age groups.

VEGREVILLE BUSINESS NEEDS & OPPORTUNITIES SURVEY

WHEN WOULD HOUSEHOLDS BE MOST LIKELY TO USE ENTERTAINMENT OR RECREATION BUSINESSES?

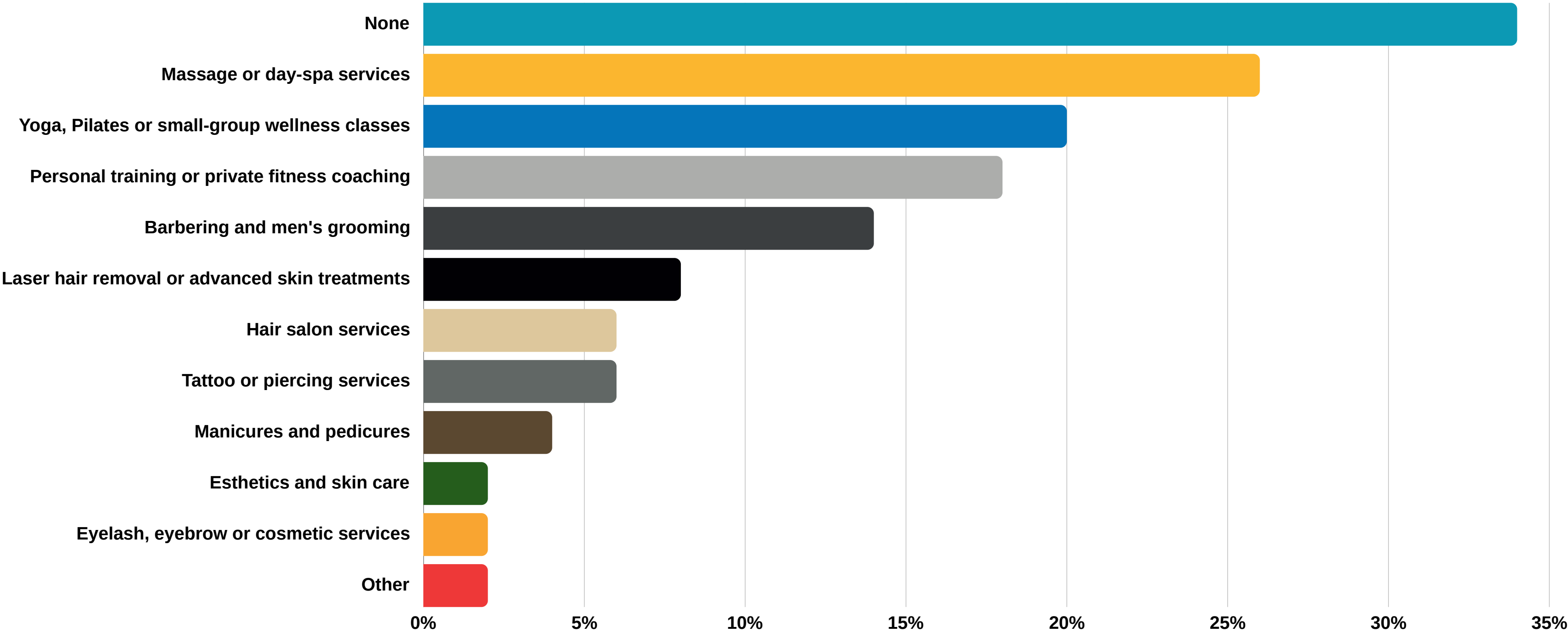
NOTE: RESPONDENTS COULD SELECT UP TO THREE

TIME	SELECTED
Saturday daytime	44%
Weekday evenings	42%
Winter months	40%
Saturday evenings	36%
Friday evenings	30%
Sunday daytime	24%
Summer months	16%
Weekday afternoons	14%
Sunday evenings	6%
School holidays	6%
Weekday mornings	4%
None	2%
Other	2%

VEGREVILLE BUSINESS NEEDS & OPPORTUNITIES SURVEY

WHICH ADDITIONAL PERSONAL CARE SERVICES WOULD HOUSEHOLDS USE?

NOTE: RESPONDENTS COULD SELECT UP TO TWO

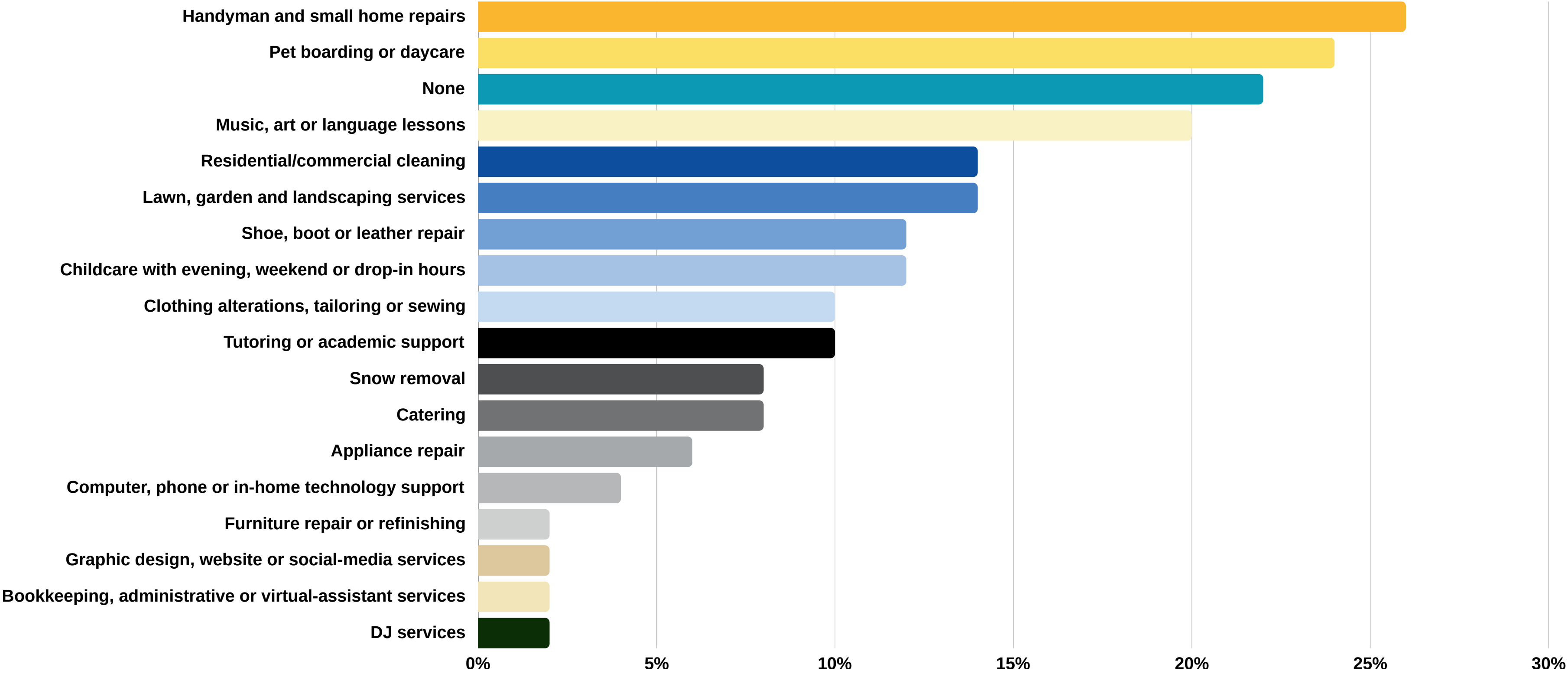


FROM THE COMMENTS: A martial arts gym was identified under "Other."

VEGREVILLE BUSINESS NEEDS & OPPORTUNITIES SURVEY

WHICH ADDITIONAL HOUSEHOLD, FREELANCE OR GIG-BASED SERVICES WOULD HOUSEHOLDS USE?

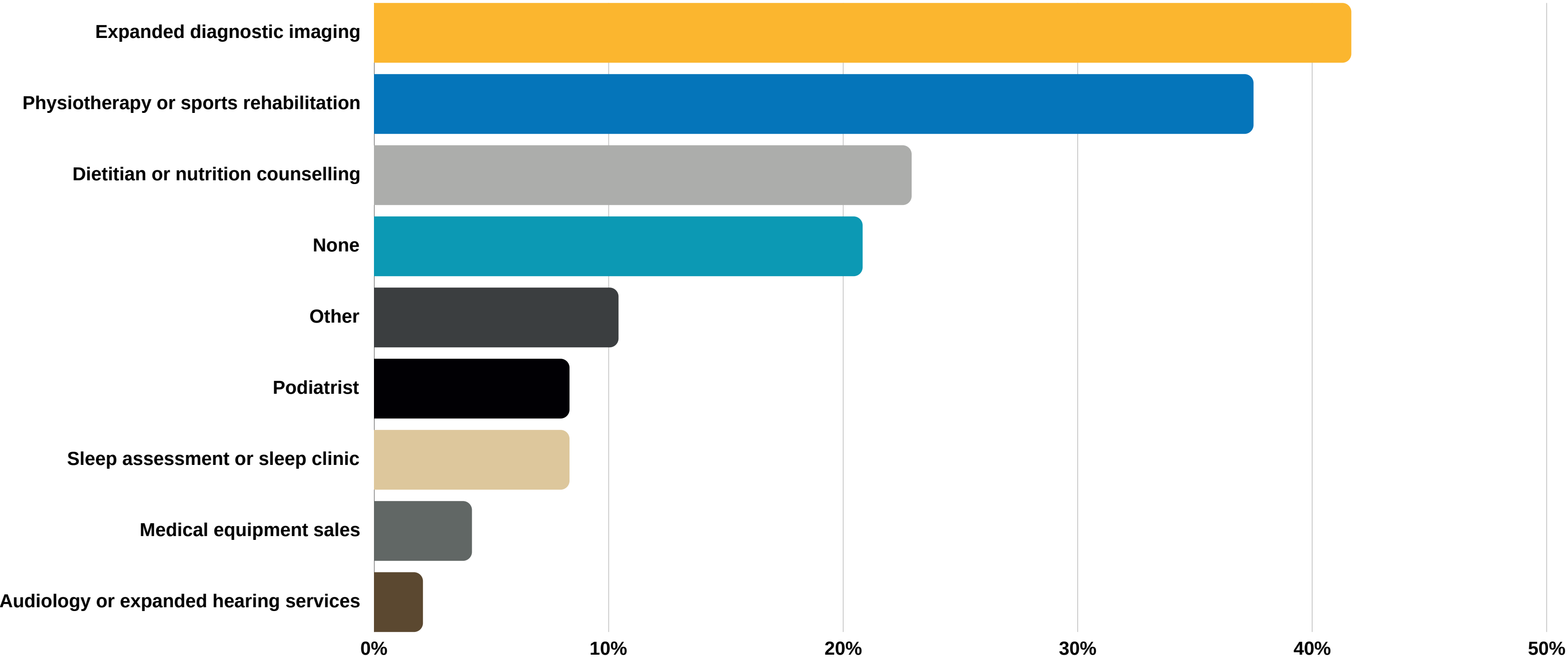
NOTE: RESPONDENTS COULD SELECT UP TO THREE



VEGREVILLE BUSINESS NEEDS & OPPORTUNITIES SURVEY

WHICH ADDITIONAL PRIVATE SPECIALIST OR EXPANDED HEALTH SERVICES WOULD BENEFIT HOUSEHOLDS?

NOTE: RESPONDENTS COULD SELECT UP TO TWO

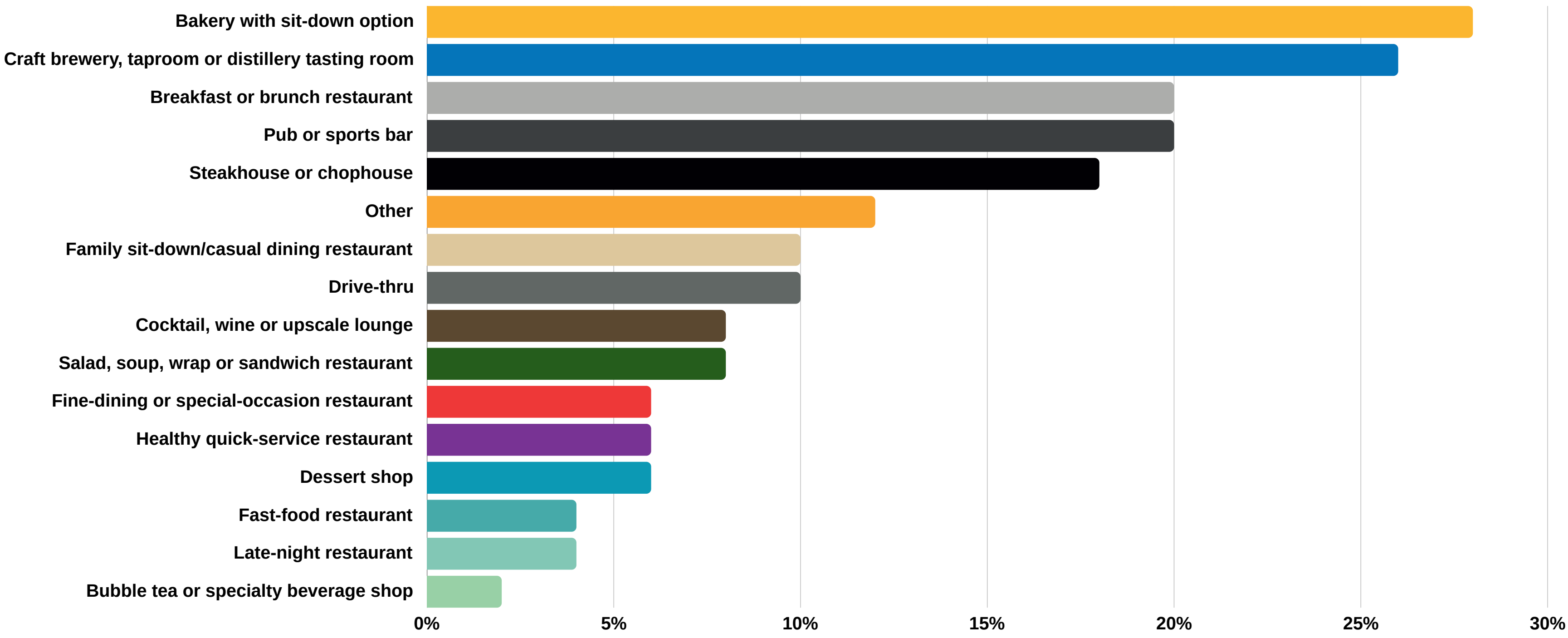


FROM THE COMMENTS: Other responses identified: “A second medical clinic with expanded hours”, “Chiropractic care”, “Retina or eye specialists”, “Additional nurse practitioners and home visits”, and “Psychiatry and psychology services”. Access and appointment availability also emerged as important themes in written comments.

VEGREVILLE BUSINESS NEEDS & OPPORTUNITIES SURVEY

WHICH ADDITIONAL OR EXPANDED DINING FORMATS WOULD HOUSEHOLDS SUPPORT?

NOTE: RESPONDENTS COULD SELECT UP TO TWO



FROM THE COMMENTS: Other suggestions included Indian cuisine, additional ethnic food, a larger independent café, pasta-focused dining and additional quick-service brands. Written comments also highlighted demand for healthier choices, allergy-friendly offerings and establishments where residents can enjoy drinks, appetizers and social experiences in an attractive setting.

VEGREVILLE BUSINESS NEEDS & OPPORTUNITIES SURVEY

WHICH ADDITIONAL OR EXPANDED CUISINES WOULD HOUSEHOLDS PURCHASE LOCALLY?

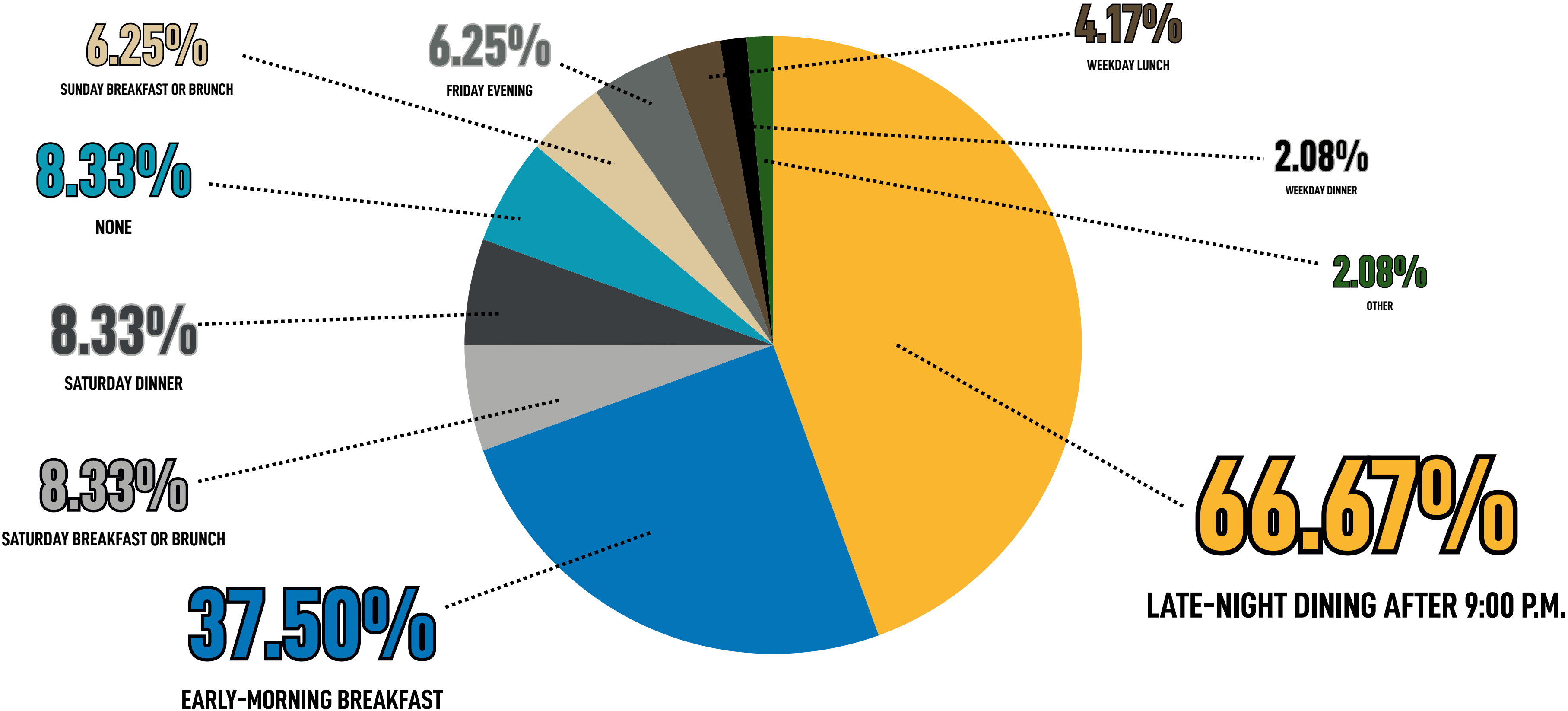
NOTE: RESPONDENTS COULD SELECT UP TO THREE

CUISINE	SELECTED
Barbecue or smokehouse	40%
Indian or South Asian	30%
Ukrainian or Eastern European	22%
Italian	22%
Japanese or sushi	22%
Seafood	18%
Canadian comfort food	18%
Thai	16%
Vietnamese	10%
Mexican or Latin American	10%
Indigenous cuisine	10%
Mediterranean	8%
Southern or Cajun	8%
Korean	6%
Health-focused or high-protein meals	6%
None	4%
African	2%
Vegetarian or vegan	2%
Other	2%

VEGREVILLE BUSINESS NEEDS & OPPORTUNITIES SURVEY

WHERE IS VEGREVILLE'S GREATEST GAP IN FOOD OR BEVERAGE OPTIONS?

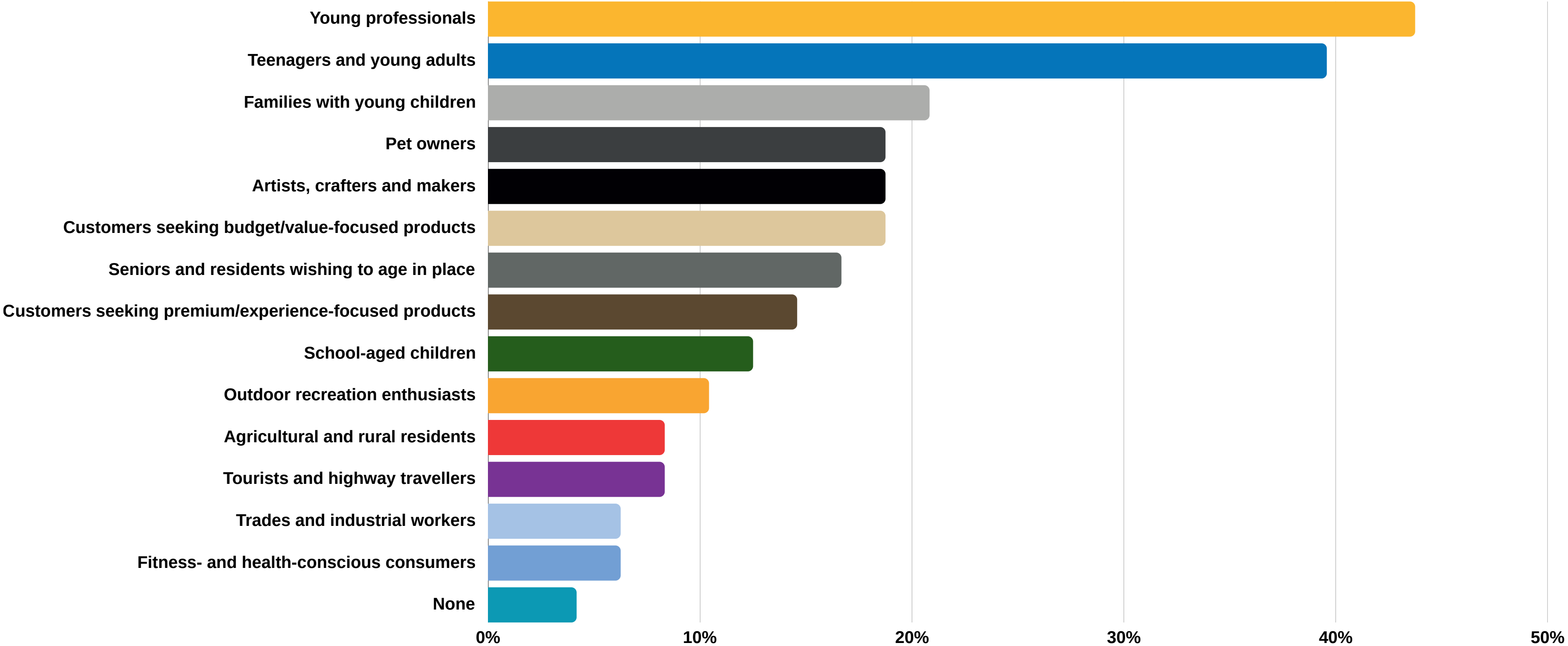
NOTE: RESPONDENTS COULD SELECT UP TO TWO



VEGREVILLE BUSINESS NEEDS & OPPORTUNITIES SURVEY

WHICH CUSTOMER GROUPS OR NICHE MARKETS ARE CURRENTLY UNDERSERVED?

NOTE: RESPONDENTS COULD SELECT UP TO THREE



VEGREVILLE BUSINESS NEEDS & OPPORTUNITIES SURVEY

SPECIFIC BUSINESSES, RESTAURANTS & SERVICES REQUESTED

RESPONDENTS WERE ASKED TO NAME TWO SPECIFIC BUSINESSES, RESTAURANTS OR SERVICES THEY WOULD MOST LIKE TO SEE IN VEGREVILLE.

RETAIL

- Giant Tiger, which was specifically named by seven respondents
- Additional clothing stores, including larger-size and children's options
- Winners
- Bulk Barn or another bulk-food retailer
- Sporting goods and recreation-product retailers
- Bicycle sales and repair
- Additional hardware, farm and ranch supply options
- Bookstore/gift shop
- Local artisan or year-round market space
- Expanded thrift/second-hand retail

RECREATION & ENTERTAINMENT

- Indoor children's play areas
- Multi-purpose indoor recreation facilities
- Climbing, trampolines and obstacle-course activities
- Axe throwing
- Golf or Topgolf-style facilities
- Pottery and arts studios
- Board-game cafés
- Pool hall
- Indoor walking or running space

A recurring idea was an all-ages indoor facility offering several activities under one roof, particularly for use during winter.

RESTAURANTS, CAFÉS & BEVERAGES

- Bakery/café concepts with seating and longer hours
- Craft brewery or brewpub
- Steakhouse or upscale restaurant
- Breakfast/brunch restaurants
- Healthier quick-service restaurants
- Indian, Vietnamese, Mexican and other international cuisine
- Starbucks
- Additional family or casual dining options

Several respondents described a desire for cafés or restaurants that also function as social gathering spaces, offering activities such as game nights, book clubs, classes or other opportunities to connect.

SERVICES & HEALTH

- Pet boarding
- A second medical clinic
- Eye specialist services
- Small-business rental spaces
- Additional recreation and vehicle-related dealerships

Overall, respondents frequently asked for businesses that would provide greater choice, more opportunities to socialize and more reasons to remain in Vegreville for shopping, dining and entertainment.

VEGREVILLE BUSINESS NEEDS & OPPORTUNITIES SURVEY

BUSINESSES RESPONDENTS WOULD LIKE TO SEE RETURN

RESPONDENTS WERE ALSO ASKED WHETHER THERE WAS A BUSINESS THAT PREVIOUSLY OPERATED IN VEGREVILLE THEY WOULD LIKE TO SEE RETURN.

MOST COMMON ANSWERS:

7-Eleven
KFC
Peavey Mart

OTHER INDIVIDUAL RESPONSES:

Coffee by the Book
The Pour House Café
The Bull Pen
The Bargain Store
Perry's Pizza
SAAN-style general merchandise retail
Former bakery/café concepts
Bulk-goods retail
RV and recreation-product dealerships
Simply Fine Sweets
Just a Dab