



RETAIL TRADE AREA PROFILE

county of grande prairie
& town of sexsmith

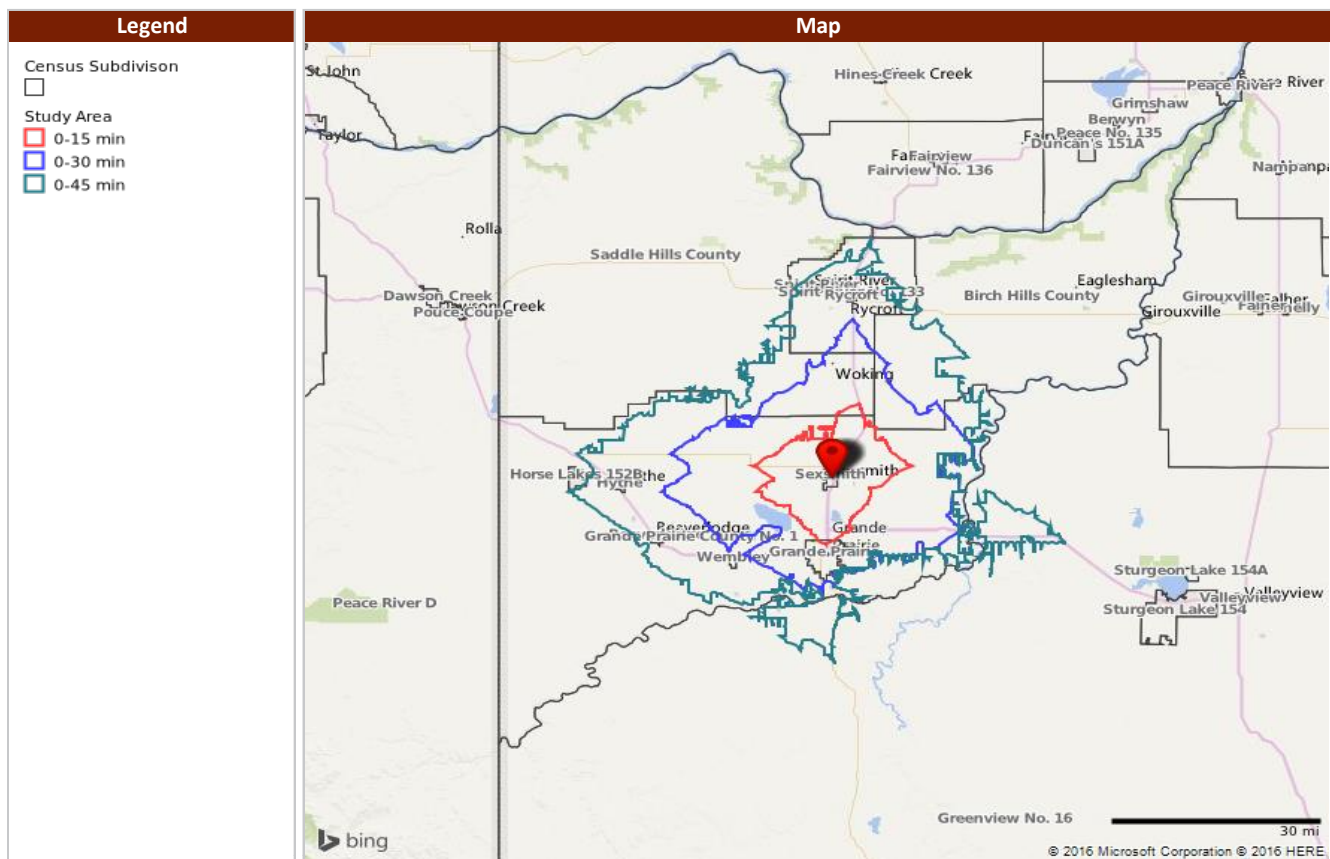
SEPTEMBER 2016

Prepared by:

**CUSHING
TERRELL**
ARCHITECTURE INC.

Peace Region county of grande prairie & town of sexsmith

Town of Sexsmith Drive Time Map

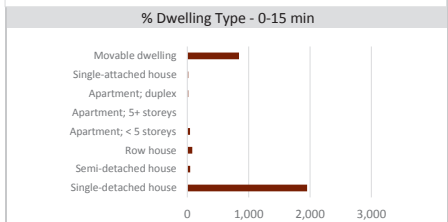
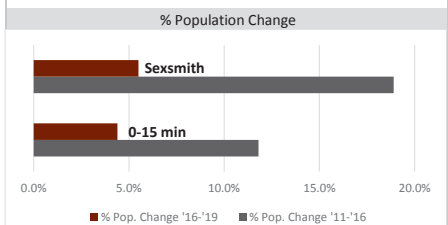


Peace Region county of grande prairie & town of sexsmith

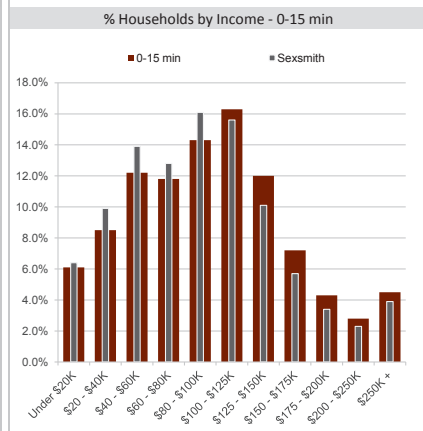
Town of Sexsmith Snapshot

RETAIL SPENDING PER HOUSEHOLD	
Annual Household Expenditures per Household	
Grocery & Specialty Foods	\$7,450
Full & Quick Service Restaurants	\$8,833
Home & Personal Electronics & Appliances	\$3,329
Personal Services	\$1,628
Specialty Retail	\$1,137
Home Improvement & Gardening	\$942
Home Furnishings & Accessories	\$2,460
Clothing & Apparel	\$2,507
Footwear	\$749
Jewelry & Accessories	\$457
Pharmacy	\$853
Health & Beauty	\$701
Books & Multimedia	\$530
Toys & Hobbies	\$384
Sporting Goods & Recreation	\$464
Entertainment & Leisure	\$1,446
Alcohol & Tobacco	\$2,025
Auto Parts & Accessories	\$216
Auto/RV/Motorsports Dealerships	\$6,810

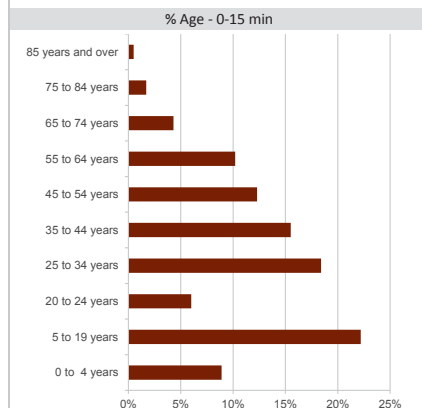
POPULATION & HOUSEHOLD SUMMARY		
	0-15 min	Sexsmith
2011 Census	7,634	2,418
2016 Population Estimate	8,533	2,875
2019 Population Projection	8,905	3,032
% Population Change (2011-16)	11.8%	18.9%
% Population Change (2016-19)	4.4%	5.5%
2016 Occupied Private Dwellings by 1	2,999	964
Owner	2,622	727
Renter	377	237
Persons per household	2.8	3.0



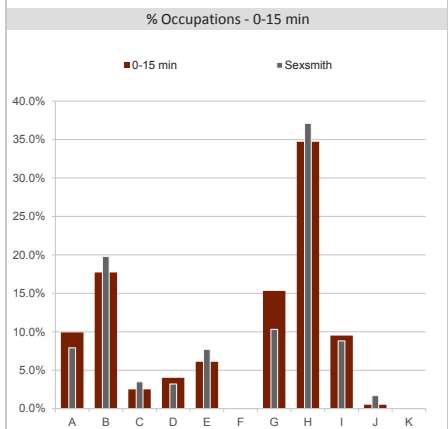
INCOME		
	0-15 min	Sexsmith
Under \$20K	184	62
\$20 - \$40K	254	95
\$40 - \$60K	367	134
\$60 - \$80K	354	123
\$80 - \$100K	430	155
\$100 - \$125K	488	150
\$125 - \$150K	360	97
\$150 - \$175K	215	55
\$175 - \$200K	130	33
\$200 - \$250K	83	22
\$250K +	134	38
Median Household Income	\$ 95,826	\$ 88,774



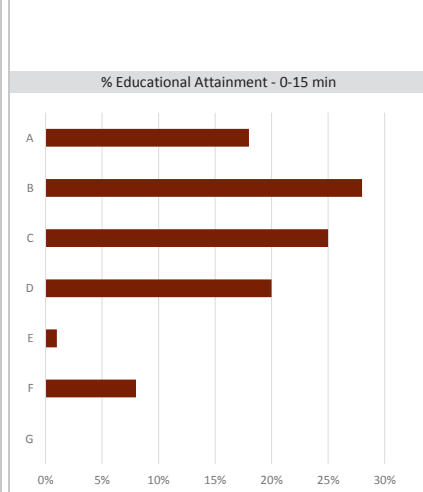
AGE		
	0-15 min	Sexsmith
Population by Age	8,533	2,875
0 to 4 years	759	307
5 to 19 years	1,897	699
20 to 24 years	514	186
25 to 34 years	1,572	594
35 to 44 years	1,321	415
45 to 54 years	1,047	315
55 to 64 years	870	218
65 to 74 years	363	89
75 to 84 years	147	40
85 years and over	43	12
Median Age	32.3	29.9



LABOR FORCE & OCCUPATIONS		
	0-15 min	Sexsmith
Labour Force by Organization	4,600	1,427
A Management	454	113
B Business & Finance	813	282
C Natural Sciences	113	50
D Health	182	46
E Educ, Gov't, & Religion	280	110
F Art, Culture, Rec, & Sport	0	0
G Sales & Service	703	147
H Trades & Transportation	1,595	530
I Primary Industry	436	125
J Processing & Manufacturing	24	24
K Not Applicable	0	0



EDUCATIONAL ATTAINMENT		
Population 25-64 yrs		
	0-15 min	Sexsmith
Population 25-64 yrs	4,810	54,349
A - No cert., dipl. or degree	873	8,972
B - HS or equivalent	1,347	15,125
C - Apprenticeship or trades	1,199	9,743
D - College, CEGEP	967	12,638
E - Univ. cert or dipl (not Bach)	50	821
F - Bachelor's degree	367	6,082
G - Graduate	7	968



Peace Region county of grande prairie & town of sexsmith

Town of Sexsmith Population 2011 (Federal Census): 2,418

Town of Sexsmith Population Estimate 2016: 2,875 | Population Forecast Estimate 2019: 3,032

Town of Sexsmith Population Growth 2016 - 2019: 5.5%

Town of Sexsmith Avg Household Income: \$107,127

Town of Sexsmith Avg Persons per Household: 3.0

Total Retail Spending: 15-min Drive Time \$108.4 M | 30-min Drive Time \$1.1 B | 45-min Drive Time \$1.3 B

15-Minute Drive Time Retail Inventory Estimate: 871,600 sf

15-Minute Drive Time Retail Space Per Capita Ratio: 38.9 sf/capita

Located 16 kilometres north of Grande Prairie, the Town of Sexsmith is situated in an area known for its flourishing agricultural activity. The town also serves as a satellite community to Grande Prairie, with many residents of the town working in the larger urban area.

Sexsmith's MDP has goals related to commercial development including the stimulus of the downtown commercial area, and an intent for a variety of retail facilities that create a vibrant place to live and work. The downtown has a 1920's - 30's theme which is reflected in the building styles, and is in accordance to the Area Redevelopment Plan for the downtown, as well as the Town of Sexsmith Land Use Bylaw. The Town has a Tax Incentive Program for new businesses which helps make it an attractive alternative for commercial and retail opportunity in relation to Grande Prairie, given its relative proximity to the large urban centre. A large portion of land (946 hectares) was recently annexed from the County of Grande Prairie into Sexsmith, which is outlined in the Sexsmith Annexation Area Structure Plan (2012) to include areas for Neighbourhood Commercial and Highway Commercial.

Town of Sexsmith Expenditures (2016 Estimates)

Key Demographics		0-15 min	0-30 min	0-45 min	Sexsmith	Alberta
		\$ / HHld / Yr	\$ / HHld / Yr	\$ / HHld / Yr		
ANNUAL EXPENDITURES PER HOUSEHOLD	Grocery & Specialty Foods	\$7,450	\$7,420	\$7,496	\$6,088	\$7,914
	Full & Quick Service Restaurants	\$2,058	\$2,217	\$2,201	\$1,871	\$2,352
	Home & Personal Electronics & Appliances	\$3,329	\$3,322	\$3,277	\$3,320	\$3,267
	Personal Services	\$1,628	\$1,610	\$1,604	\$1,506	\$1,649
	Specialty Retail	\$1,137	\$1,021	\$1,037	\$984	\$953
	Home Improvement & Gardening	\$942	\$753	\$783	\$751	\$793
	Home Furnishings & Accessories	\$2,460	\$2,329	\$2,216	\$3,066	\$2,064
	Clothing & Apparel	\$2,507	\$2,606	\$2,573	\$2,370	\$2,766
	Footwear	\$749	\$744	\$745	\$656	\$787
	Jewelry & Accessories	\$457	\$549	\$526	\$532	\$515
	Pharmacy	\$853	\$762	\$805	\$544	\$829
	Health & Beauty	\$701	\$722	\$720	\$603	\$755
	Books & Multimedia	\$530	\$570	\$567	\$483	\$589
	Toys & Hobbies	\$384	\$415	\$409	\$352	\$402
	Sporting Goods & Recreation	\$464	\$475	\$467	\$463	\$461
	Entertainment & Leisure	\$1,446	\$1,537	\$1,490	\$1,419	\$1,568
	Alcohol & Tobacco	\$2,025	\$1,811	\$1,849	\$1,646	\$1,733
	Auto Parts & Accessories	\$216	\$160	\$169	\$167	\$162
	Auto/RV/Motorsports Dealerships	\$6,810	\$5,986	\$5,989	\$7,144	\$5,494



Peace Region county of grande prairie & town of sexsmith

Town of Sexsmith Population Profile

Key Demographics		0-15 min		0-30 min		0-45 min		Sexsmith	Alberta
		Count	%	Count	%	Count	%		
POPULATION	2011 Census	7,634		73,160		85,680		2,418	3,790,185
	2016 Population Estimate	8,533		82,683		95,611		2,875	4,191,020
	2019 Population Projection	8,905		86,616		99,459		3,032	4,346,671
	% Population Change (2011-16)	11.8%		13.0%		11.6%		18.9%	10.6%
	% Population Change (2016-19)	4.4%		4.8%		4.0%		5.5%	3.7%
HOUSEHOLDS	2016 Households	2,999		31,392		36,186		964	1,611,399
	Change in Households (percent)								
	2016 to 2019	5.7%		5.9%		5.1%		6.5%	4.3%
	2019 to 2021	3.6%		3.7%		3.2%		4.0%	3.2%
	2021 to 2026	8.2%		8.6%		7.7%		9.5%	7.5%
	Persons per household	2.8		2.6		2.6		3.0	2.6
	2016 Total Household Maintainers	2,999		31,392		36,186		964	1,611,399
	Under 25 years	68	2%	2,856	9%	3,034	8%	55	76,592
	25 to 34 years	777	26%	8,597	27%	9,304	26%	292	311,692
	35 to 44 years	814	27%	7,030	22%	8,016	22%	243	333,715
	45 to 54 years	695	23%	5,620	18%	6,632	18%	218	322,220
	55 to 64 years	491	16%	4,648	15%	5,580	15%	110	299,121
	65 to 74 years	137	5%	1,807	6%	2,421	7%	39	163,708
	75 years and over	18	1%	833	3%	1,198	3%	7	104,351
FAMILIES	2016 Families	2,503		23,711		27,518		823	193,721
	Married couples	1,818	73%	15,176	64%	18,036	66%	588	161,643
	Without children at home	691	28%	6,194	26%	7,569	28%	193	117,548
	With children at home	1,126	45%	8,981	38%	10,467	38%	395	85,309
	Common-law couples	407	16%	4,707	20%	5,255	19%	125	67,047
	Without children at home	192	8%	2,573	11%	2,848	10%	57	95,943
	With children at home	215	9%	2,134	9%	2,407	9%	68	90,723
	Lone-parent families	278	11%	3,829	16%	4,227	15%	110	90,723
	Average Persons Per Family	3.0		2.9		2.9		3.1	2.8
	Average Children Per Family	1.1		1.0		1.0		1.3	1.0



Peace Region county of grande prairie & town of sexsmith

Town of Sexsmith Households Profile

Key Demographics		0-15 min		0-30 min		0-45 min		Sexsmith	Alberta
		Count	%	Count	%	Count	%		
HOUSEHOLDS & HOUSEHOLD INCOME	Persons per household	2.8		2.6		2.6		3.0	2.5
	Number of Households	2,999		31,392		36,186		964	1,611,399
	Under \$5,000	26	0.9%	345	1.1%	409	1.1%	9	22,006
	\$5,000 to 9,999	37	1.2%	422	1.3%	513	1.4%	12	26,596
	\$10,000 to 14,999	52	1.7%	603	1.9%	743	2.1%	18	39,748
	\$15,000 to 19,999	69	2.3%	844	2.7%	1,038	2.9%	23	58,832
	\$20,000 to 29,999	112	3.7%	1,325	4.2%	1,602	4.4%	41	88,640
	\$30,000 - 39,999	142	4.7%	1,581	5.0%	1,871	5.2%	54	94,720
	\$40,000 - 49,999	175	5.8%	1,934	6.2%	2,257	6.2%	65	101,078
	\$50,000 to 59,999	192	6.4%	2,109	6.7%	2,440	6.7%	69	103,165
	\$60,000 - 79,999	354	11.8%	3,530	11.2%	4,096	11.3%	123	173,266
	\$80,000 - 99,999	430	14.3%	4,028	12.8%	4,631	12.8%	155	182,137
	\$100,000 - 124,999	488	16.3%	4,663	14.9%	5,241	14.5%	150	193,721
	\$125,000 - 149,999	360	12.0%	3,757	12.0%	4,202	11.6%	97	161,643
	\$150,000 - 174,999	215	7.2%	2,428	7.7%	2,741	7.6%	55	117,548
	\$175,000 - 199,999	130	4.3%	1,484	4.7%	1,704	4.7%	33	85,309
	\$200,000 - 249,999	83	2.8%	935	3.0%	1,078	3.0%	22	67,047
	\$250,000 and over	134	4.5%	1,404	4.5%	1,622	4.5%	38	95,943
	Median Household Income	\$ 95,826		\$ 94,909		\$ 93,495		\$ 88,774	\$ 90,723
	Average Household Income	\$ 115,197		\$ 114,766		\$ 113,756		\$ 107,127	\$ 119,320
VISIBLE MINORITIES	Total Visible Minority Population	135	2.0%	4,105	5.0%	4,197	4.0%	54	765,658
	South Asian	0	0.0%	671	1.0%	673	1.0%	0	193,810
	Chinese	0	0.0%	374	0.0%	374	0.0%	0	170,080
	Black	0	0.0%	380	0.0%	404	0.0%	0	84,832
	Filipino	81	1.0%	1,682	2.0%	1,727	2.0%	0	129,122
	Latin American	0	0.0%	372	0.0%	386	0.0%	0	43,357
	Arab	28	0.0%	62	0.0%	62	0.0%	28	39,223
	Southeast Asian	0	0.0%	104	0.0%	104	0.0%	0	45,484
	West Asian	0	0.0%	36	0.0%	36	0.0%	0	16,173
	Korean	0	0.0%	317	0.0%	318	0.0%	0	16,036
	Japanese	26	0.0%	68	0.0%	70	0.0%	26	8,296
	Visible minority, n.i.e.	0	0.0%	27	0.0%	27	0.0%	0	4,037
	Multiple visible minorities	0	0.0%	14	0.0%	16	0.0%	0	15,208
	Not a visible minority	8,327	98.0%	77,700	95.0%	90,123	96.0%	2,791	3,341,205

Stats Canada & Visible Minorities

The *Employment Equity Act* defines visible minorities as “persons, other than Aboriginal peoples, who are non-Caucasian in race or non-white in colour” (<http://www12.statcan.gc.ca/nhs-enm/2011/ref/dict/pop127-eng.cfm>).

In Pitney Bowes’ reports, Aboriginal peoples are listed under *Ethnic Origins* rather than *Visible Minorities*. Due to the specific reports used in this study that do not include *Ethnic Origins*, Aboriginal peoples counts are not included, but can be approximately deduced by subtracting Total Visible Minorities from the Total Population Estimate.



Peace Region county of grande prairie & town of sexsmith

Town of Sexsmith Sample Retail Inventory

The following provides a representative sampling of some of the notable retailers currently in the Town of Sexsmith, however it is not a complete listing of retail businesses within the community.

Retail Business Name	Community	General Retail Category	Est. Area (SF)
Canada Post	Sexsmith	Personal Services	1,200
Cowbellas	Sexsmith	Limited Service F&B	2,500
Diamond Willow Restaurant	Sexsmith	Full Service F&B	3,000
goHealth	Sexsmith	Pharmacy	1,600
Liquor Store	Sexsmith	Alcohol & Tobacco	2,000
Mix's Mercantile Ltd.	Sexsmith	Specialty Retail	1,700
RBC	Sexsmith	Personal Services	2,200
Sexsmith Beauty Salon	Sexsmith	Health & Beauty	1,400
Sexsmith Grocery	Sexsmith	Grocery & Specialty Foods	3,650
Subway	Sexsmith	Limited Service F&B	1,500
The Alamo Off Sales	Sexsmith	Alcohol & Tobacco	2,000
Trimmers Barber Shop & Hair Salon	Sexsmith	Health & Beauty	550
Tru Value Hardware	Sexsmith	Home Improvement & Gardening	4,100
VACANT	Sexsmith	VACANT	1,200
Sexsmith Total SF			28,600



Peace Region county of grande prairie & town of sexsmith

Town of Sexsmith Labour Profile

Key Demographics		0-15 min		0-30 min		0-45 min		Sexsmith	Alberta
		Count	%	Count	%	Count	%		
LABOUR FORCE & OCCUPATIONS	Age 15+ by Labour Force Activity	6,350		64,168		73,962		2,039	3,338,043
	In the labour force	4,600	72.4%	48,767	76.0%	55,825	75.5%	1,427	2,396,406
	Not in the labour force	1,750	27.6%	15,402	24.0%	18,137	24.5%	612	941,637
	Participation Rate	72.4%		76.0%		75.5%		70.0%	71.8%
	Labour Force by Occupation	4,600		48,767		55,825		1,427	2,396,406
	Management	454	9.9%	5,140	10.5%	6,210	11.1%	113	271,959
	Business & Finance	813	17.7%	7,621	15.6%	8,788	15.7%	282	441,775
	Natural Sciences	113	2.5%	1,792	3.7%	1,902	3.4%	50	177,395
	Health	182	4.0%	1,906	3.9%	2,084	3.7%	46	106,103
	Educ, Gov't, & Religion	280	6.1%	3,817	7.8%	4,198	7.5%	110	221,004
	Art, Culture, Rec, & Sport	0	0.0%	158	0.3%	170	0.3%	0	13,199
	Sales & Service	703	15.3%	11,689	24.0%	12,985	23.3%	147	580,832
	Trades & Transportation	1,595	34.7%	12,315	25.3%	14,693	26.3%	530	502,748
	Primary Industry	436	9.5%	3,717	7.6%	4,112	7.4%	125	43,414
	Processing & Manufacturing	24	0.5%	613	1.3%	682	1.2%	24	32,685
	Not Applicable	0	0.0%	0	0.0%	1	0.0%	0	5,292
HOUSING & DWELLINGS	Private Dwellings by Structure Type	2,999		31,392		36,186		964	1,611,399
	Single-detached house	1,953	65.1%	20,506	65.3%	24,336	67.3%	795	1,020,844
	Semi-detached house	47	1.6%	1,685	5.4%	1,763	4.9%	23	85,511
	Row house	80	2.7%	1,240	4.0%	1,357	3.7%	65	113,977
	Apartment; < 5 storeys	43	1.4%	4,892	15.6%	4,994	13.8%	41	228,899
	Apartment; 5+ storeys	0	0.0%	163	0.5%	163	0.5%	0	71,868
	Apartment; duplex	17	0.6%	590	1.9%	621	1.7%	17	37,800
	Single-attached house	17	0.6%	22	0.1%	24	0.1%	17	1,032
	Movable dwelling	842	28.1%	2,294	7.3%	2,929	8.1%	6	51,468
	Private Dwellings by Tenure	2,999		31,392		36,186		964	1,611,399
	Owner	2,622	87.4%	22,371	71.3%	26,447	73.1%	727	1,208,241
	Renter	377	12.6%	9,021	28.7%	9,739	26.9%	237	391,435
	Band housing	0	0.0%	0	0.0%	0	0.0%	0	11,723





PRED A

PEACE REGION ECONOMIC DEVELOPMENT ALLIANCE

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