

BUSINESS IMPROVEMENT AREAS (BIA)

2025 Consumer Survey

SHARE YOUR VOICE
SHAPE OUR CITY

Edmonton

CORPORATE RESEARCH TEAM

OFFICE OF THE CHIEF COMMUNICATION OFFICER

OFFICE OF CITY MANAGER



CANADIAN RESEARCH
INSIGHTS COUNCIL
LE CONSEIL DE RECHERCHE
ET D'INTELLIGENCE
MARKETING CANADIEN

Client-Side Member

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Project Background & Methodology

Background

Edmonton City houses 13 Business Improvement Areas (BIAs). These specific geographic regions encompass local businesses that pool resources and collaborate through formal associations. With support from City administration, these businesses aim to enhance the economic development of their areas.

Research Objectives

The City of Edmonton conducts yearly survey with consumers to gather perceptions on Business Improvement Areas (BIAs) within the city. The collected data will support BIA growth and development while identifying the unique features, value, and strengths of each BIA.

Methodology:

Online data collection: n = 2,609

- The survey was sent to the members of Edmonton Insight Community (EIC) and was made available to the general public via open link/QR code. To ensure broad reach, Business Improvement Areas (BIAs) distributed the open link directly to their memberships.
- The survey contained both quantitative and open-ended questions, allowing respondents to express their views on the BIAs they have visited in past 3 months.
- Data Collection Fielding period: November 17 to December 14, 2025.

Executive Summary

BIA 2025 Consumer Survey Findings (1/2)

- Downtown and Old Strathcona are the most often visited BIAs in the City.
- Overall, car remains to be the most widely used mode of travel used to visit BIAs across City. However, only half of those visiting Downtown use cars to make the visit.
- 23% of the respondents are extremely to well familiar of the concept of BIAs in Edmonton.
- 58% Satisfied with BIA types of Businesses, Attractions & Events (*same as last year*)
 - Those who are very familiar with the BIAs they visit are more likely to be satisfied (61%) with the existing businesses, attractions and events in those BIAs, compared to those who are not at all familiar with the BIAs (43%).

Executive Summary

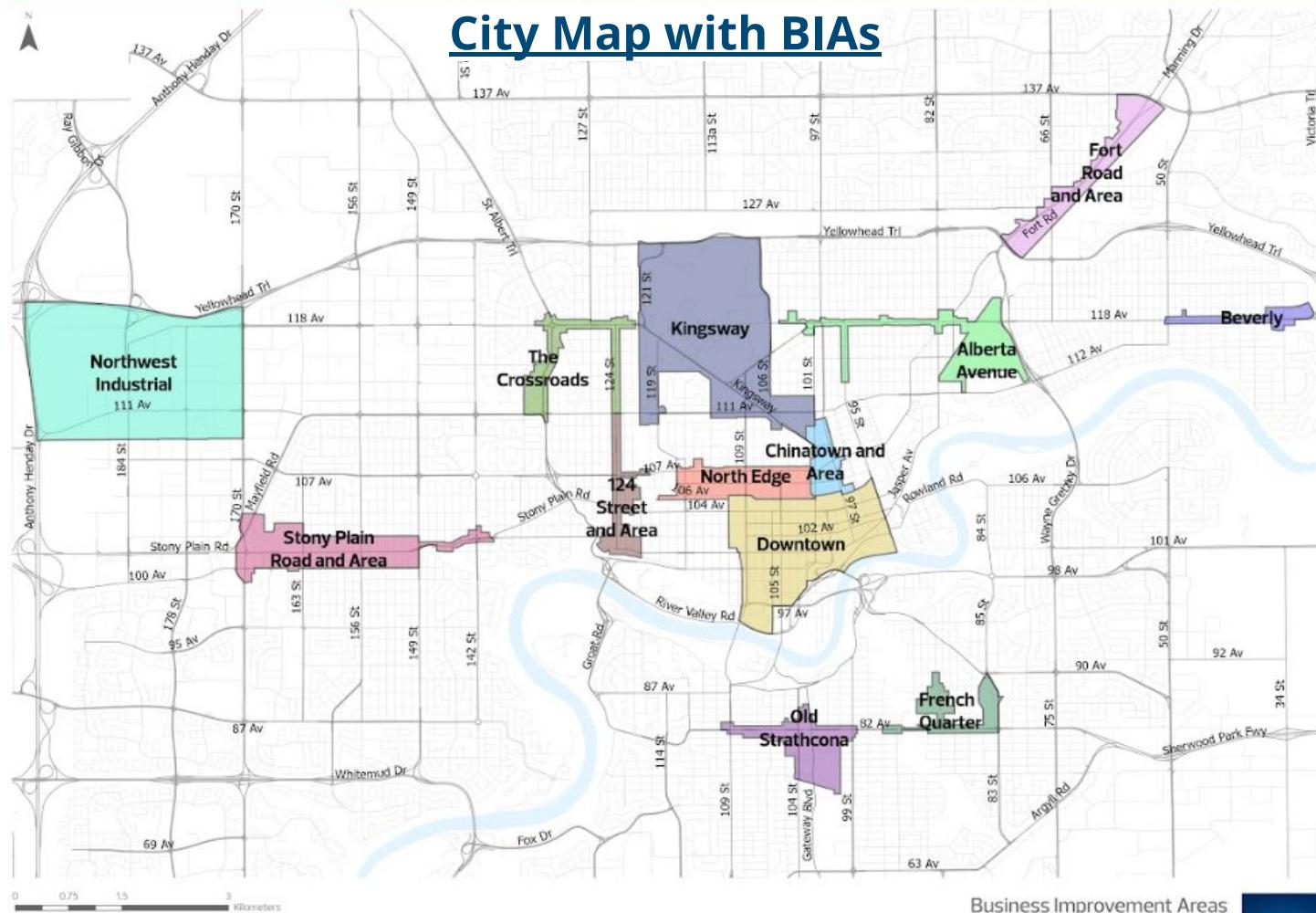
BIA 2025 Consumer Survey Findings (2/2)

- 47% Agree that BIA Area is Safe (*same as last year*)
- 51% Say Yes their BIA is a Destination Location (*6 pts down from last year*)
- 46% Agree their BIA is Aesthetically Pleasing (*2 pts down from last year*)
- 56% Are Familiar with the types of Businesses, Attractions & Events (*same as last year*)
- Top requested types of businesses include: Retail stores, anchor stores, grocery stores and local & speciality dining options
- Top requested events & attractions include: farmer's market, green space and parks.
- Respondents raised concerns regarding: safety, cleanliness, pedestrian & bike friendly infrastructure

A blurred background image of a city street. In the foreground, several people are walking on a sidewalk. In the background, there's a building with large windows and the words "JAMES RAMSEY LTD" engraved on the facade. The overall image has a soft, out-of-focus quality.

BIA Consumer Survey Results

City Map with BIAs



Map compiled by:
Enterprise Geospatial Information, Service Innovation and Performance. No reproduction of this map, in whole or in part, is permitted without express written consent of the City of Edmonton, Service Innovation and Performance.

Business Improvement Areas



Print Date: October 17, 2025

Edmonton

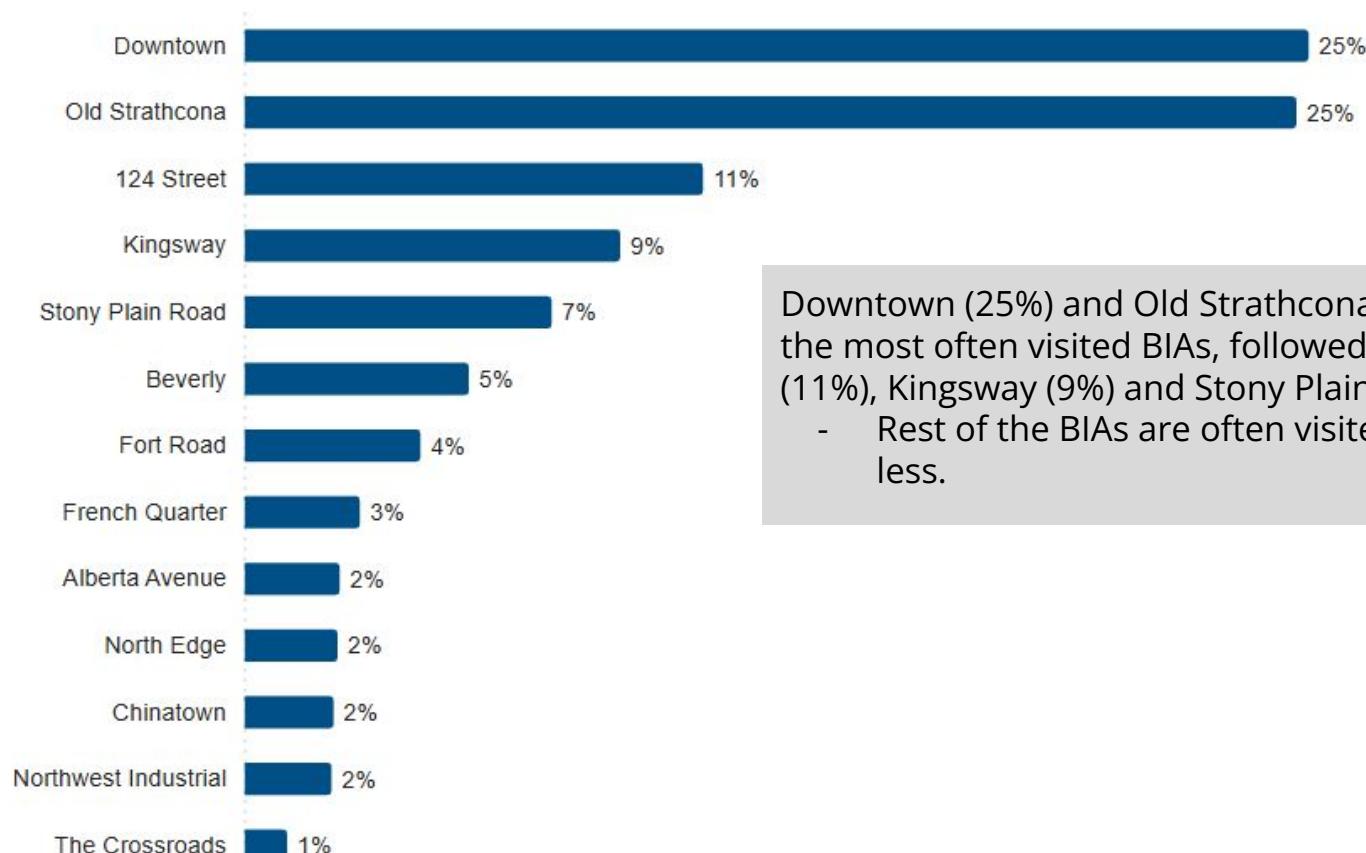
Consumer visits to BIA

(note multiple response question type)

| BIAs visited in the Past 3 months | Count | PCT (%) |
|--------------------------------------------|--------------|---------|
| Downtown | 1,442 | 60.2% |
| Old Strathcona | 1,317 | 54.9% |
| 124 Street | 1,111 | 46.3% |
| Kingsway | 957 | 39.9% |
| Stony Plain Road | 642 | 26.8% |
| French Quarter | 459 | 19.1% |
| Chinatown | 445 | 18.6% |
| Alberta Avenue | 422 | 17.6% |
| Fort Road | 382 | 15.9% |
| Beverly | 359 | 15% |
| North Edge | 343 | 14.3% |
| The Crossroads | 222 | 9.3% |
| Northwest Industrial | 221 | 9.2% |
| Total (including unsure + none) | 2,609 | |

Most Often Visited BIAs

2151 Responses



Downtown (25%) and Old Strathcona (25%) are the most often visited BIAs, followed by 124 St (11%), Kingsway (9%) and Stony Plain Road (7%).

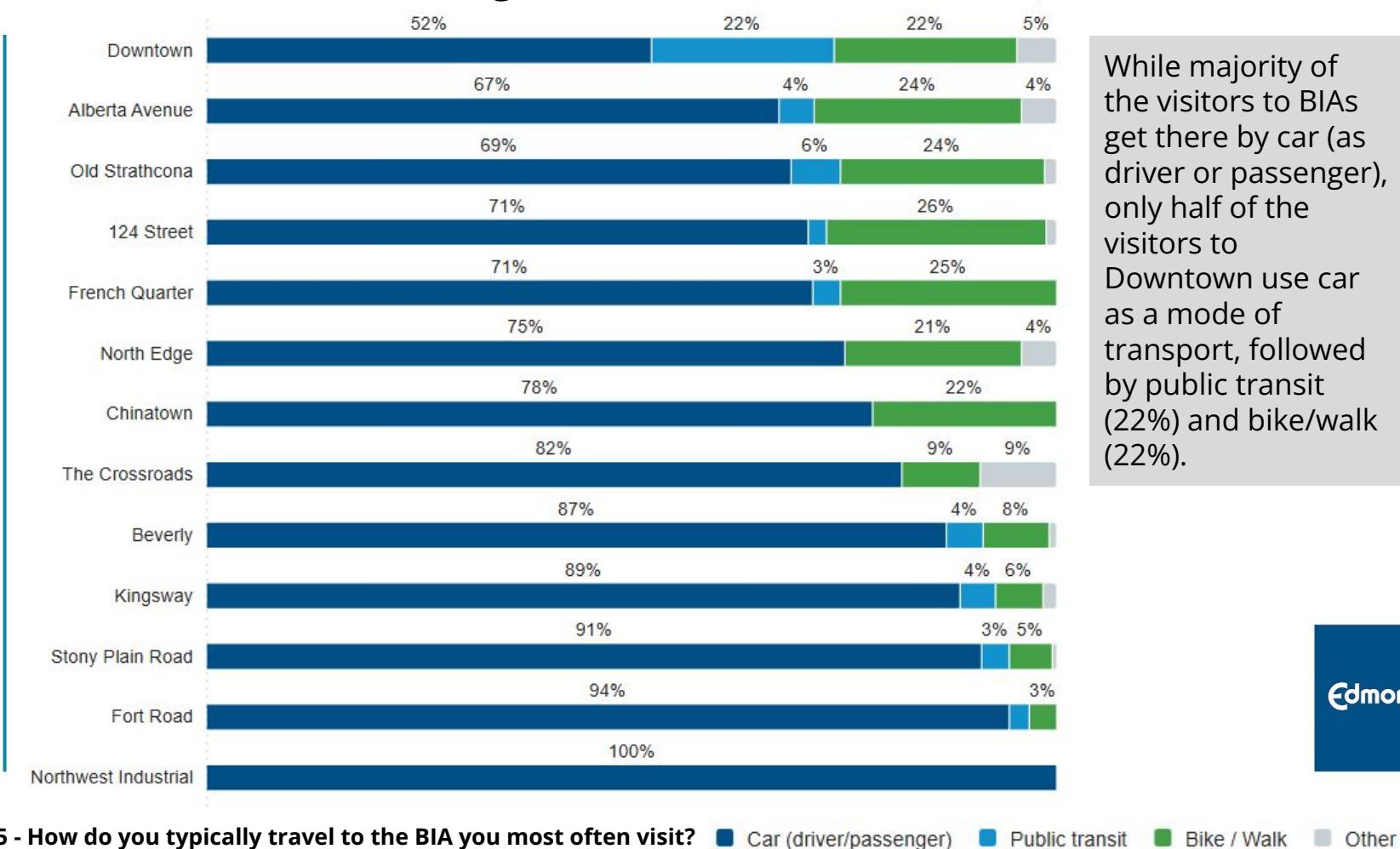
- Rest of the BIAs are often visited by 5% or less.

Edmonton

Q4 - Of the BIAs that you visited in the past three months (to access shops, services, experiences, and events, etc.), which one do you visit most often?

Mode of Travel for Visiting BIAs

2151 Responses



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Q5 - How do you typically travel to the BIA you most often visit?

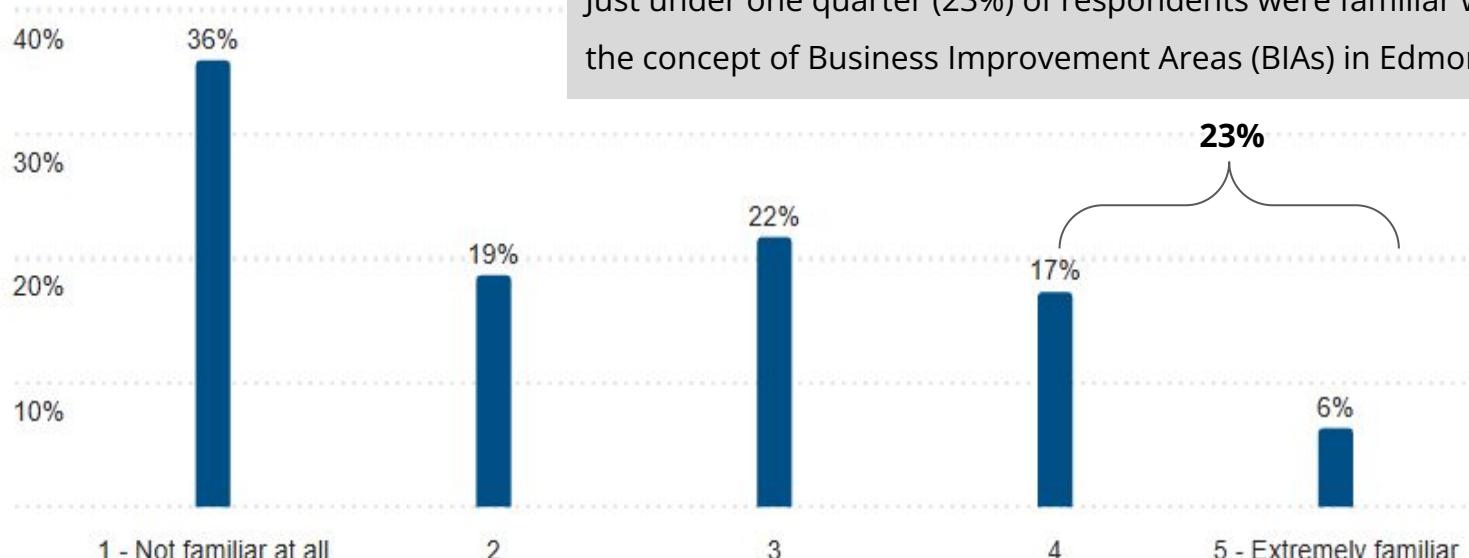
■ Car (driver/passenger) ■ Public transit ■ Bike / Walk ■ Other

Familiarity with Edmonton BIAs

Edmonton has 13 BIAs, which are specific geographic areas of the city where local businesses pool resources and work together through a formal association to enhance the economic development of their area, with support from the City of Edmonton .

2609 Responses

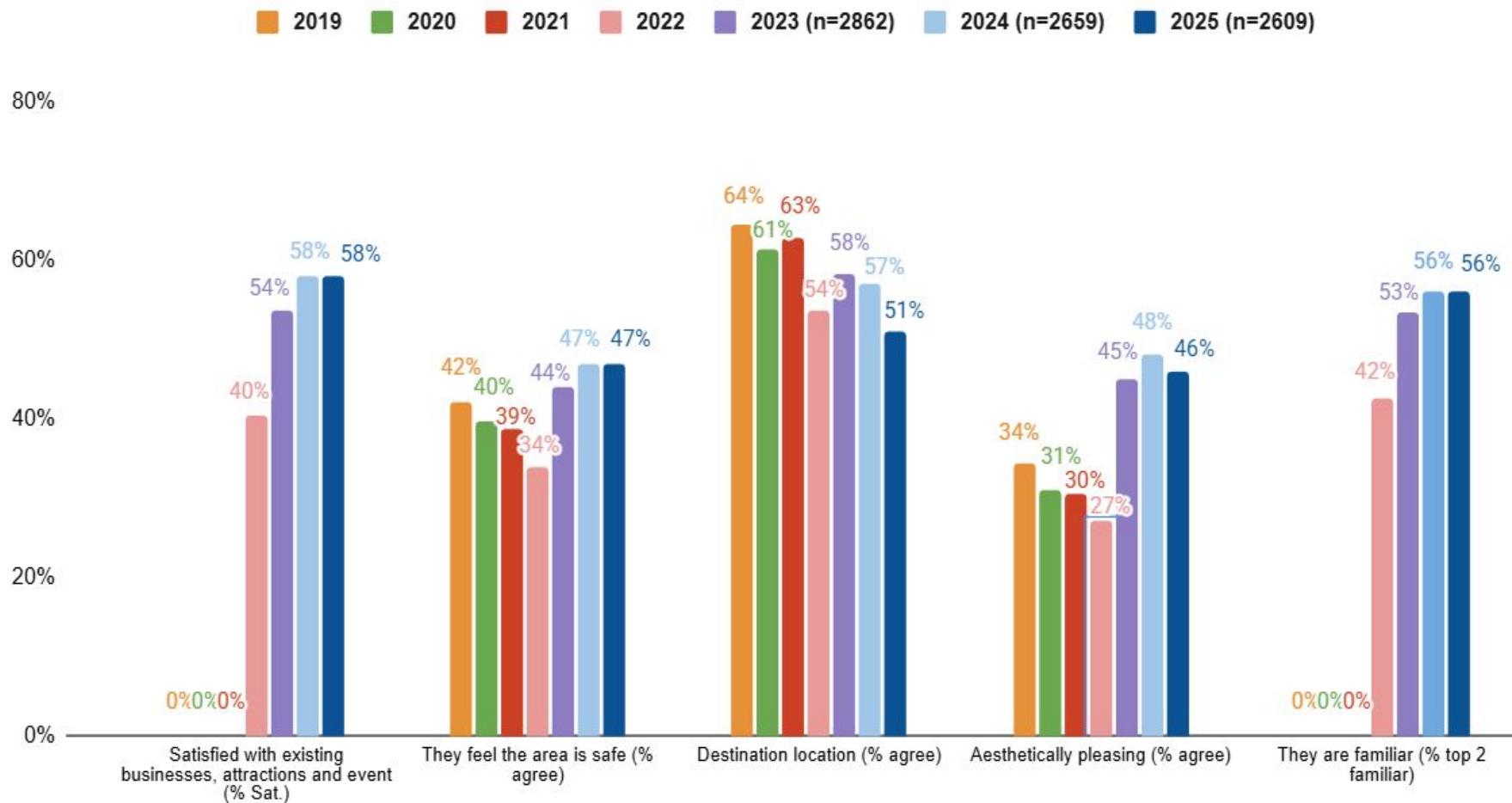
■ Percentage



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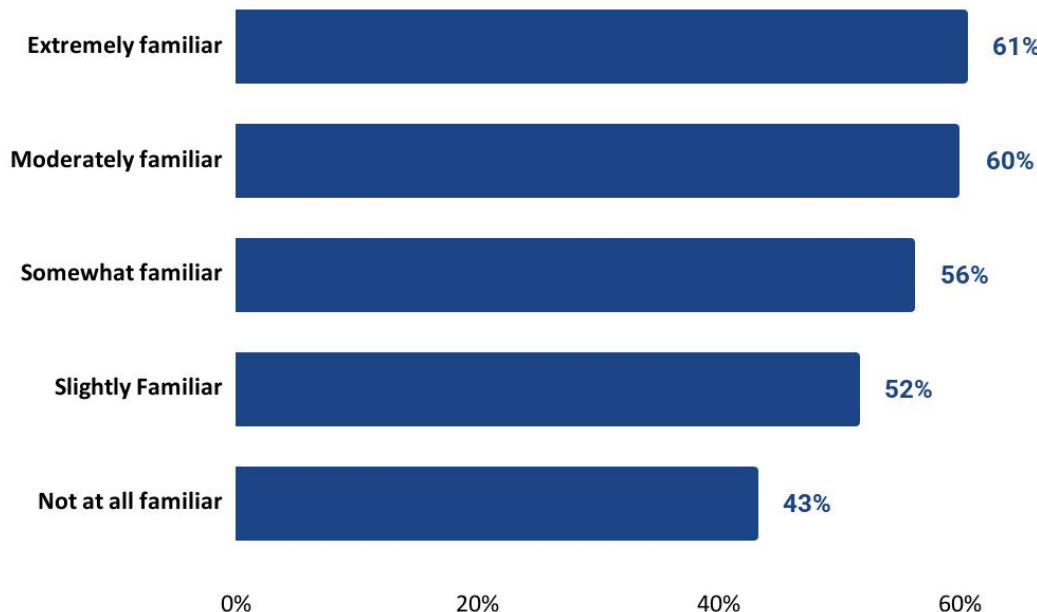
S1 - Before today, how familiar were you with the concept of Business Improvement Areas (BIAs) in Edmonton?

Overall Trending Score for BIAs



Satisfaction with existing businesses, attractions and events by Familiarity with BIA

2609 Responses



Those who are extremely familiar with the BIAs they visit are more likely to be satisfied (61%) with the existing businesses, attractions and events in those BIAs, compared to those who are not at all familiar with the BIAs (43%).

Q10a. How satisfied are you with the different types of businesses, attractions and events that exist or take place in the BIA you visit (combined responses for all BIAs)? (somewhat + Very satisfied)
Cross-tabulated with Q7. How familiar are you with the types of businesses, attractions and events in the BIA (combined responses for all BIAs)?



Survey Demographics

Edmonton

D1 - Including yourself, how many people in each of the following age groups live in your household? Select all that apply.

| Member in household | (N=2,565) Count | (N=2,565) Percent |
|----------------------|--------------------|----------------------|
| 5 years and younger | 196 | 8% |
| 6 to 12 years old | 279 | 11% |
| 13 to 17 years old | 279 | 11% |
| 18 to 44 years old | 1,043 | 41% |
| 45 to 64 years old | 1,136 | 44% |
| 65 and older | 1,025 | 40% |
| Prefer not to answer | 168 | 6% |

** This question was not mandatory for respondents to answer.*

About Corporate Research

Corporate Research is a centralized team within the City Manager's Office, Chief Communications Officer Branch, that supports all market research and public opinion research work for the entire organization.

Our team provides full service market research and public opinion research consultancy, manage corporate tools such as the [Edmonton Insight Community](#) which is City's online survey panel of 25,000 Edmontonians, provide education and training on research best practices, and advance corporate research standards. We utilize statistically relevant methodologies, providing robust insights, and support unbiased data driven decision making. Online/phone/mail-in/intercept surveys and focus group discussions are the most commonly used methods and techniques by the City.

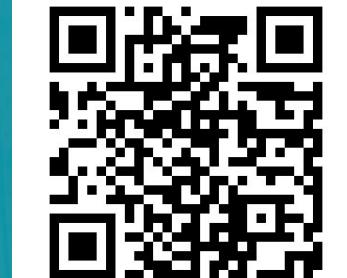
Corporate Research is a [corporate member](#) of the Canadian Research Insights Council (CRIC), committing to ethical and high-quality research. Our practice is aligned with industry-leading standards such as the ICC/ESOMAR Code and the CRIC's Public Opinion Research Standards.

Have questions?
We're here to help.

Email: **research@edmonton.ca**



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