



# BUSINESS IMPROVEMENT AREAS (BIA)

## 2025 Consumer Survey

CORPORATE RESEARCH TEAM

OFFICE OF THE CHIEF COMMUNICATION OFFICER

OFFICE OF CITY MANAGER

**SHARE** YOUR VOICE  
**SHAPE** OUR CITY

**Edmonton**

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CANADIAN RESEARCH  
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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)

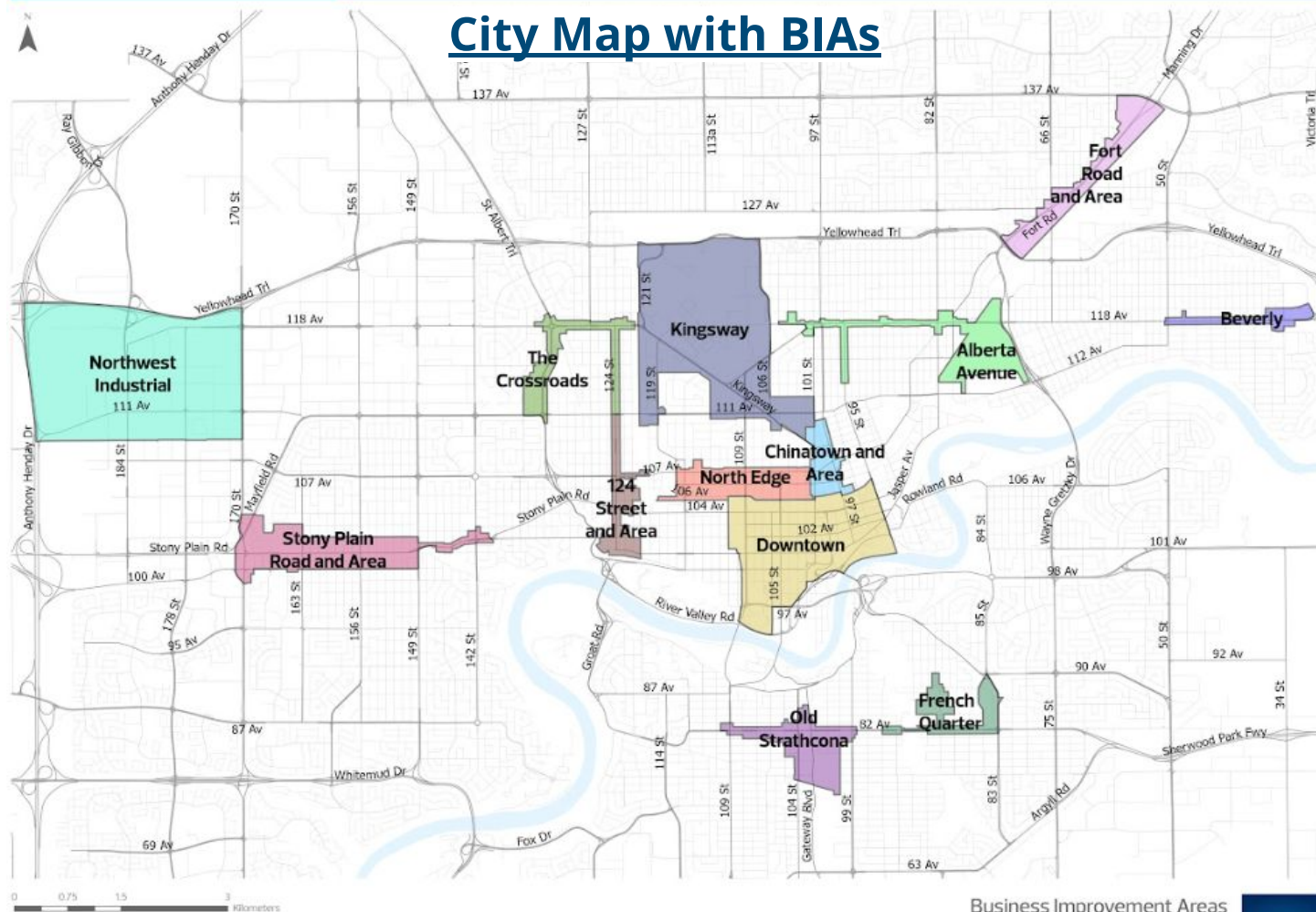
- 47% Agree that BIA Area is Safe (*same as last year*)
- 51% Say Yes their BIA is a Destination Location (*6 pts down from last year*)
- 46% Agree their BIA is Aesthetically Pleasing (*2 pts down from last year*)
- 56% Are Familiar with the types of Businesses, Attractions & Events (*same as last year*)
- 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





# BIA Consumer Survey Results

# City Map with BIAs



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Edmonton

Print Date: October 17, 2025

## Consumer visits to BIA

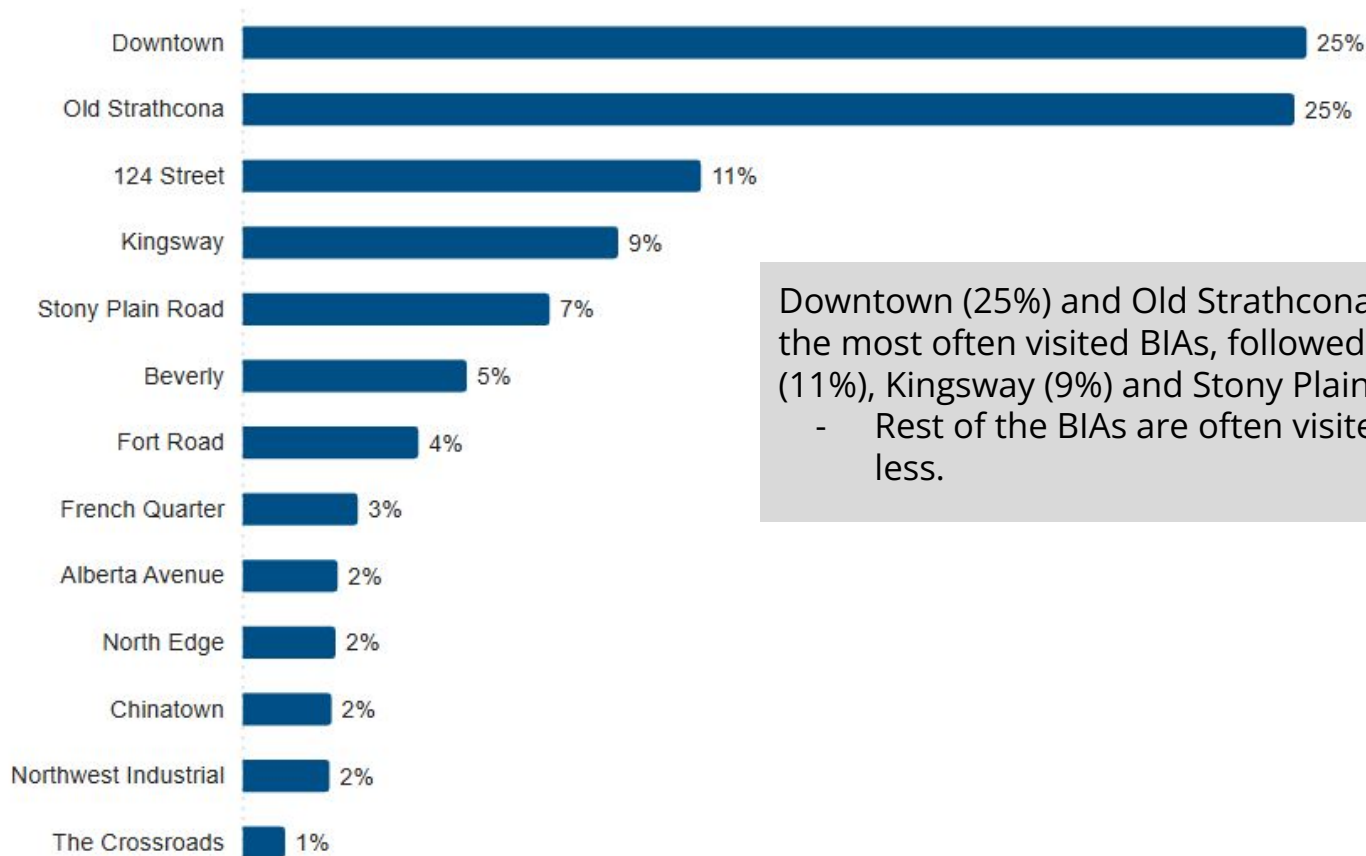
(note multiple response question type)

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%).

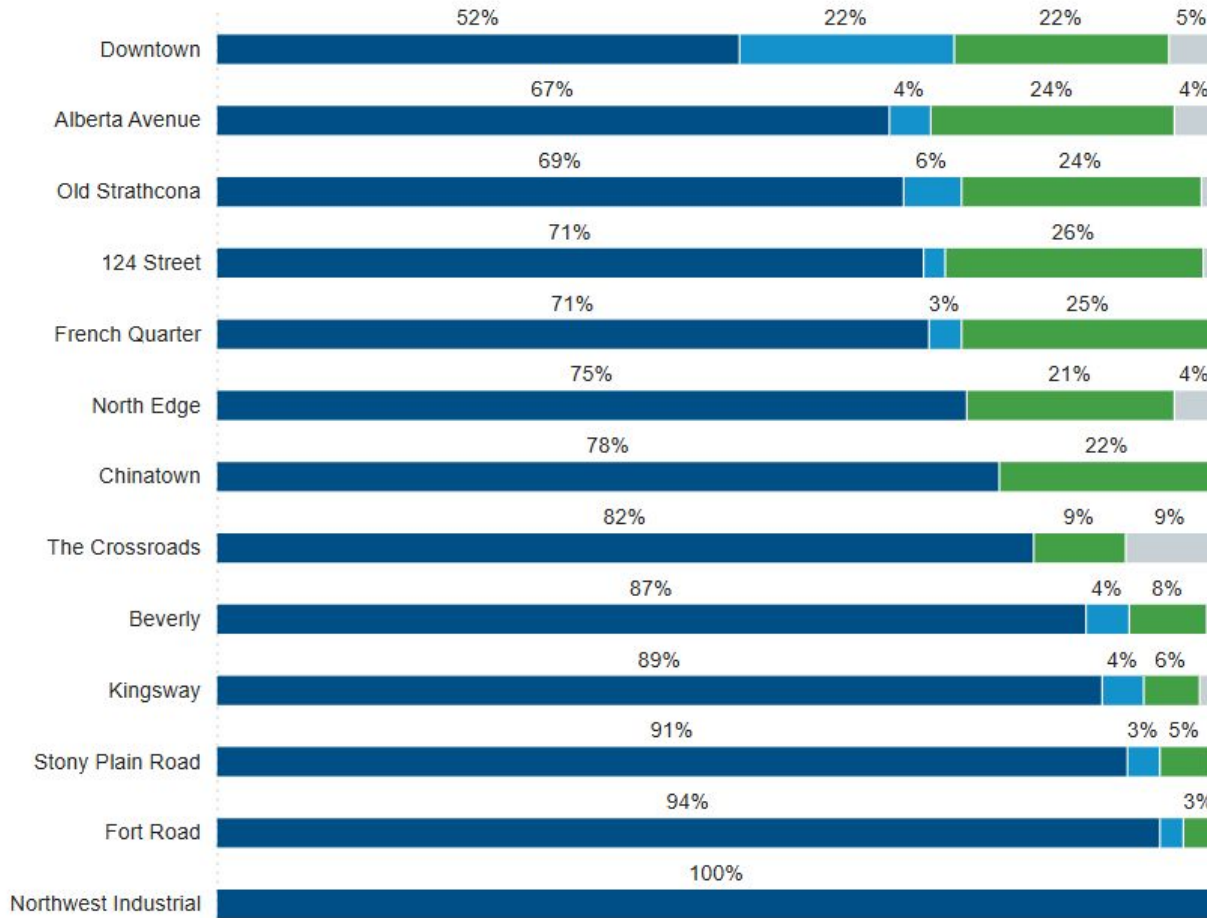
- Rest of the BIAs are often visited by 5% or less.

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**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



While majority of the visitors to BIAs get there by car (as driver or passenger), only half of the visitors to Downtown use car as a mode of transport, followed by public transit (22%) and bike/walk (22%).

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

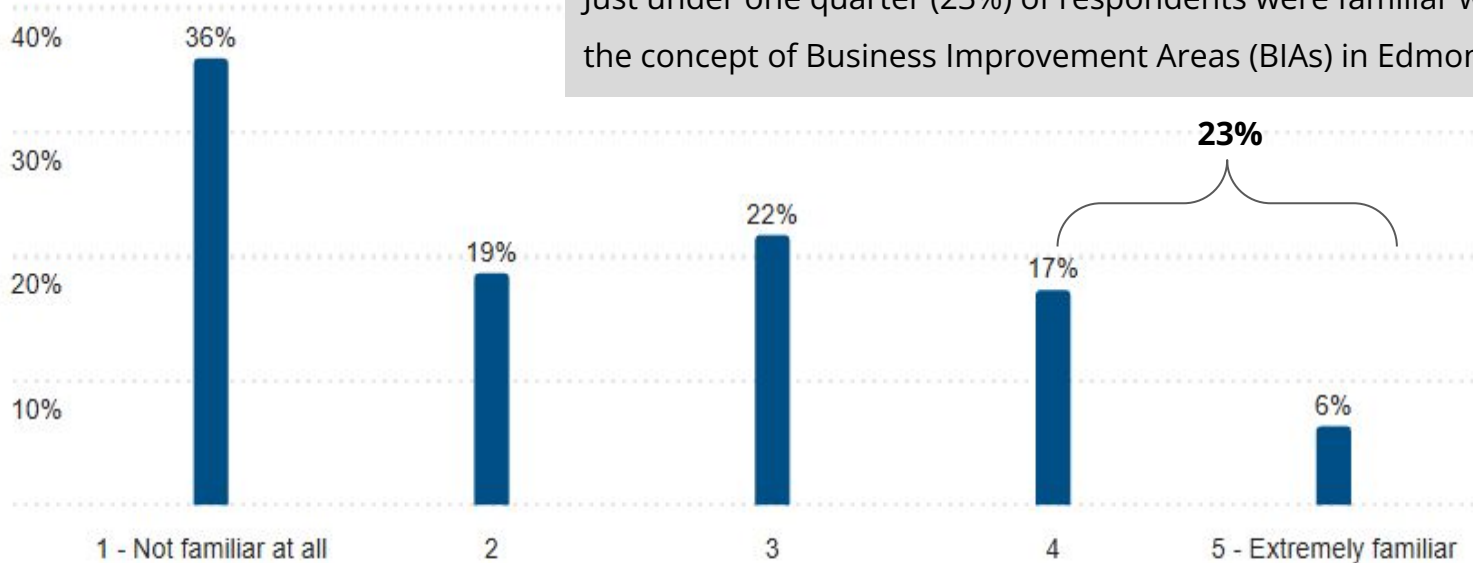
Car (driver/passenger) Public transit Bike / Walk Other

## 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

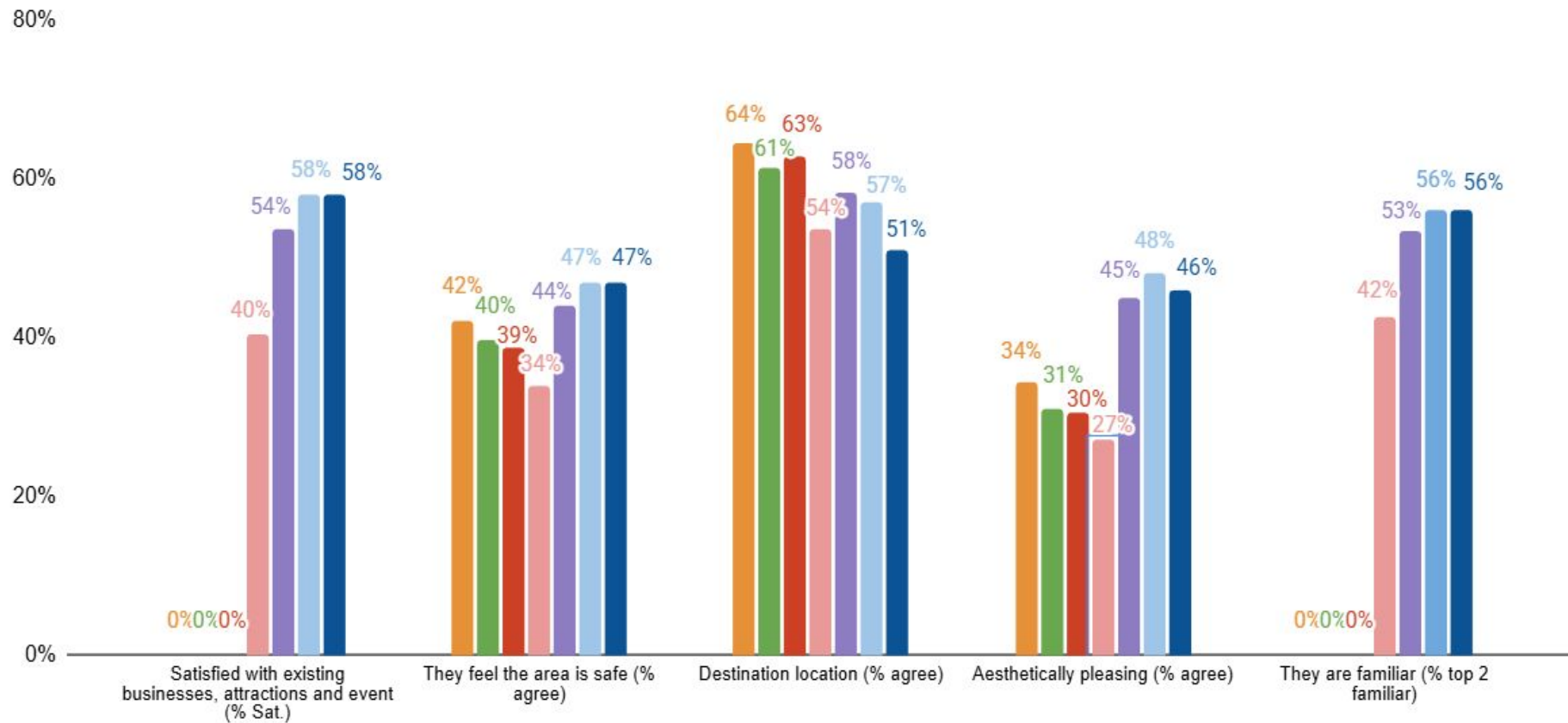


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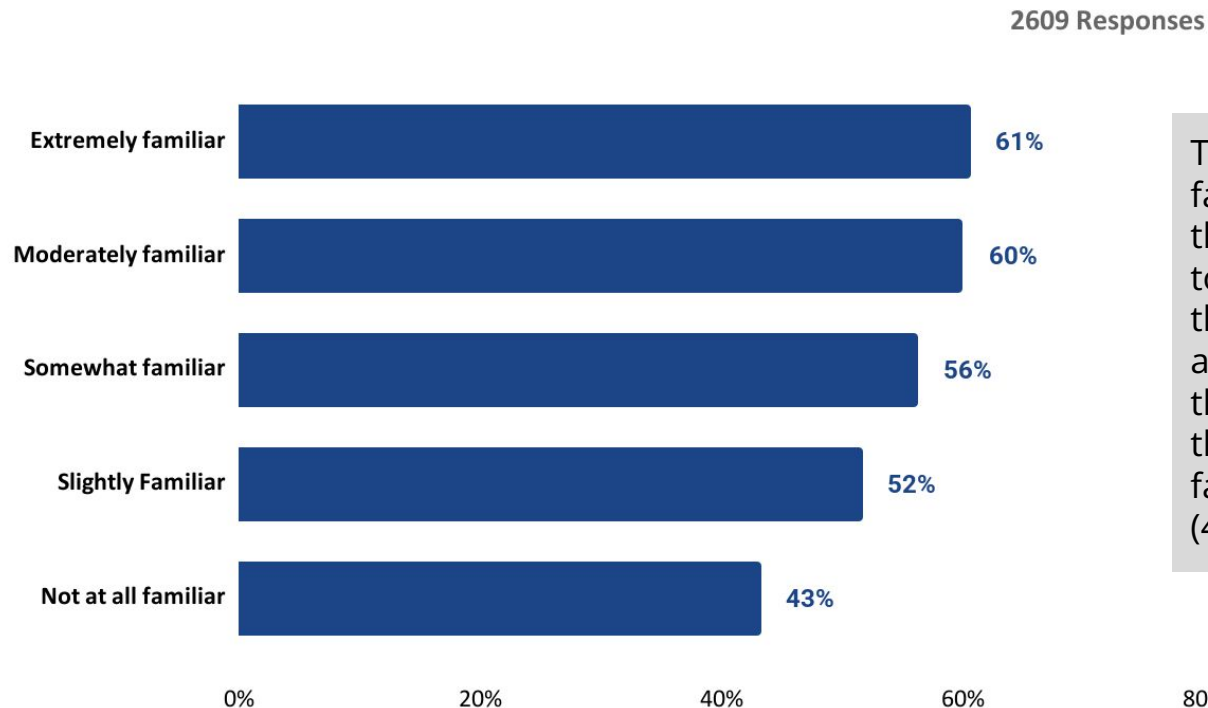
S1 - Before today, how familiar were you with the concept of Business Improvement Areas (BIAs) in Edmonton?

## Overall Trending Score for BIAs

2019 2020 2021 2022 2023 (n=2862) 2024 (n=2659) 2025 (n=2609)



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



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%).

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**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

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

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

*\* 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**



[edmonton.ca/surveys](https://edmonton.ca/surveys)



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