

Shop Local survey

Prepared by Corporate Research

April/2026



| **SHARE** YOUR VOICE
SHAPE OUR CITY

Edmonton

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Executive Summary

Overview

Edmonton residents show strong positive sentiment and engagement regarding local shopping.

- **Widespread Participation:** Majority respondents (93%) reported shopping at a local business within the past 12 months, with higher-income individuals more likely to participate.
- **High Importance:** Shopping at local businesses is important for 85% of respondents.
- **Active Seeking:** Three-fourths of respondents actively seek out local businesses when deciding where to make a purchase.

Primary Motivations

When deciding where to shop, three motivations that stand out are: 'supporting community', 'unique products or services' and 'convenience'.

Information Sources and awareness

Residents most commonly learn about places to shop through: 'recommendations from family/friends', 'by visiting stores/malls/businesses in person' and by 'researching retailers for specific brands/products'.

- Majority of respondents (79%) feel well-informed about the impacts of shopping at local businesses.

Background and Objectives

Background

The City of Edmonton reached out to Edmonton residents to understand their shopping preferences and behavior, awareness of the impacts of shopping locally and awareness of local businesses in their community

The data collected will be used to support the development of programs that benefit locally owned and/or locally operated businesses in Edmonton.

Research objectives

- Understand Edmontonians local shopping behavior & preferences, including:
 - Awareness of the impacts of shopping locally
 - Awareness of local businesses in their community

Methodology

Methodology:

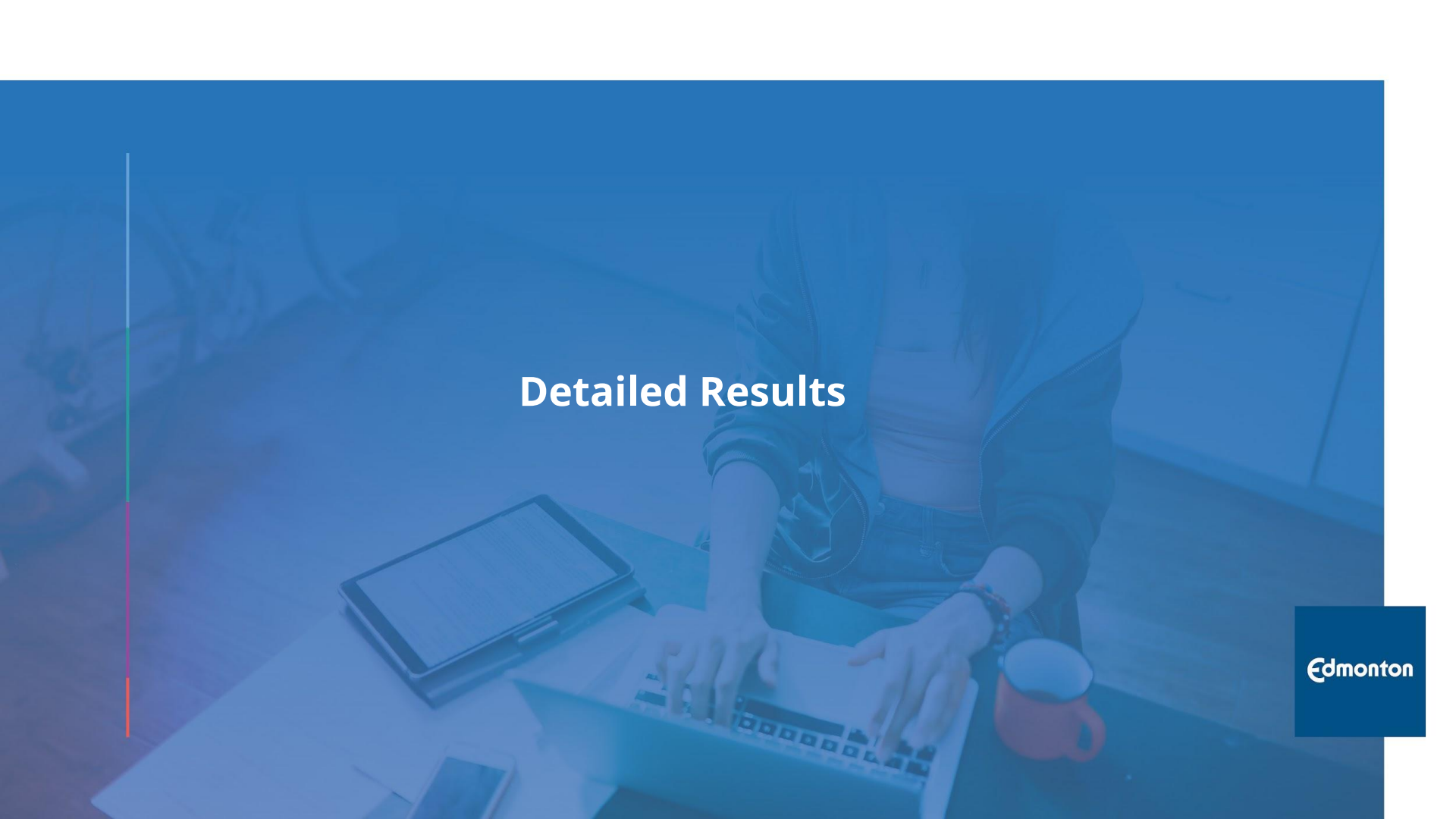
Online data collection (n=3,791)

- An online survey issued through the Edmonton Insight Community (EIC) via email.
 - Survey was also available through an open link on the City Website- survey webpage.
- Survey was open from April 13 to 20, 2026
- A total of 3,791 responses were received, of which:
 - 3,645 are Edmonton Insight Community members who received the survey via email.
 - Additionally, 146 respondents accessed the survey through the survey webpage.
- Please note: this report only includes the analysis of closed-ended questions asked in the survey.

As it is a non-random online survey, a margin of error is not reported for these results. However, if a probability sample had been used, results for a random sample of 3,791 would be accurate to +/-1.6 percentage points, 19 times out of 20.

Key Insights

- Three fourth respondents actively seek out for local businesses when making a purchase.
- 85% indicate that shopping at local businesses is important for them.
- 93% respondents have shopped at a local business in the last 12 months.
 - Those with higher income are more likely to have shopped at a local business in the past 12 months.
- The top three motivations when deciding where to shop are: Support the community (67%), unique products/services offered (65%) and convenience 64%).
- The most common sources of information regarding places to shop include: recommendations from family/friends (25%), visiting stores/malls/businesses in person (21%) and researching retailers for specific brands/ products (18%).
 - Women are more likely to hear about the places they shop from family or friends.
 - Younger residents (aged under 35) are more likely to hear about the places they shop by researching retailers for specific brands/ products.
- 79% respondents indicate that they are well-informed about the impacts of shopping at local businesses.
 - Those born outside of Canada (75%) and those who are new in Canada (73%) are less likely to feel well-informed about the impacts of shopping at local businesses.

A person is sitting at a desk, working on a laptop. A tablet is open next to the laptop, and a red cup is on the desk. The background is a blurred office or home workspace. The entire image is overlaid with a blue gradient.

Detailed Results

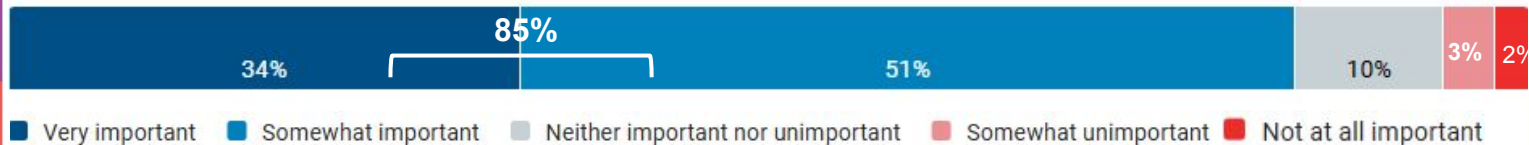
Shopping Local - Overall sentiment

Among overall respondents:

- Three fourth (75%) actively seek out for local businesses when making a purchase.
- 85% indicate that shopping at local businesses is important for them.



Importance of Shopping Local



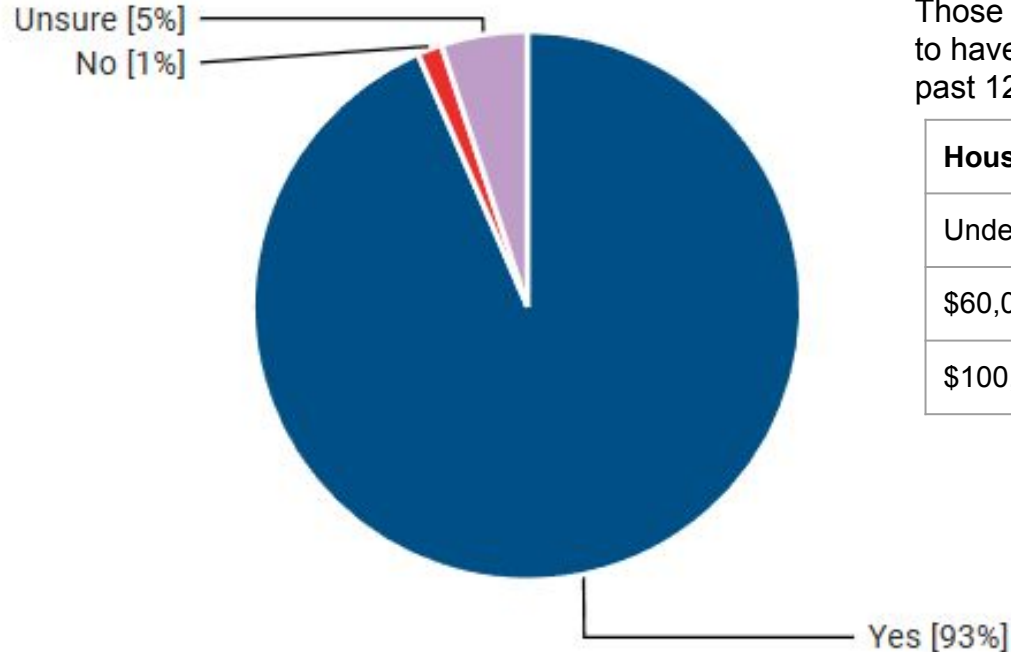
Q1 - Do you actively seek out local businesses when making a purchase?

Q2 - How important is shopping at local businesses to you?

Base: All Responded (N=3791)

Shopping Local - General Behavior

93% respondents have shopped at a local business in the last 12 months.

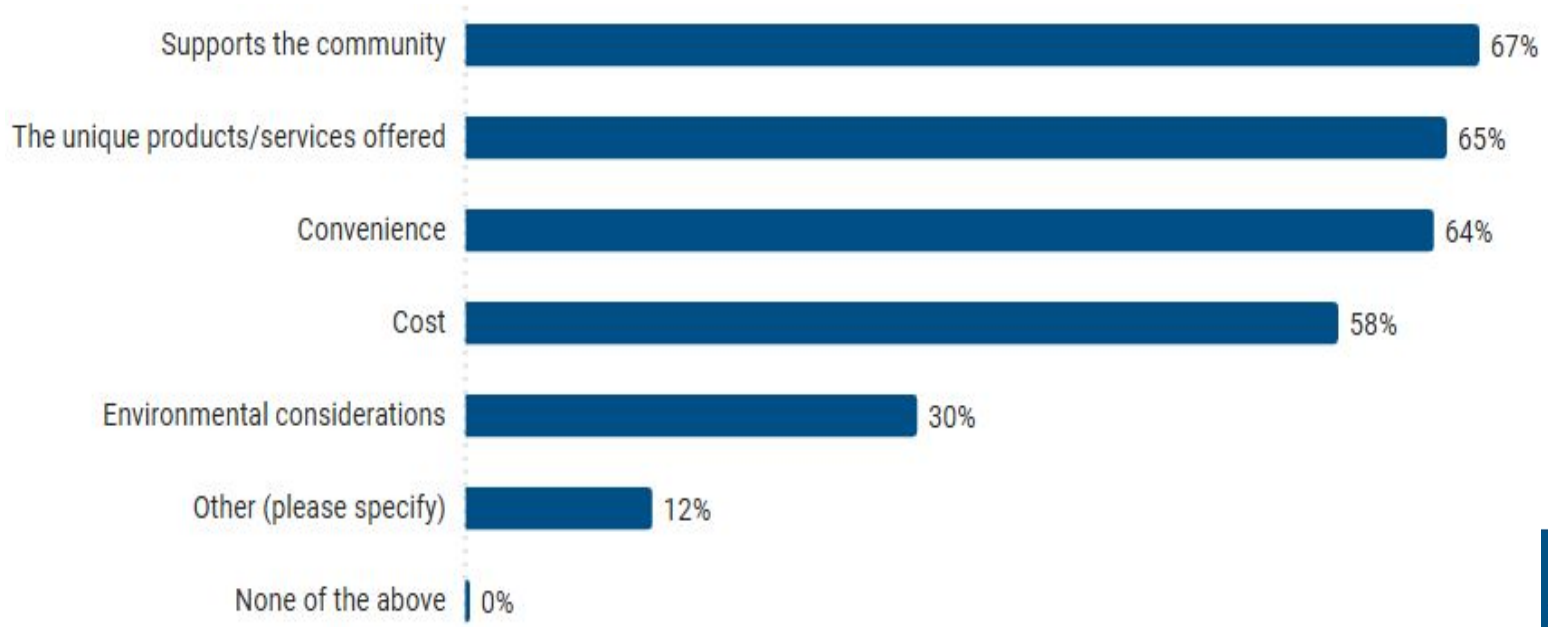


Those with higher income are **more likely** to have shopped at a local business in the past 12 months.

Household income	Shopped locally
Under \$60,000	90%
\$60,000 - \$99,999	92%
\$100,000+	96%

Motivations for Shopping Local

The top three motivations when deciding where to shop are: Support the community (67%), unique products/services offered (65%) and convenience (64%).



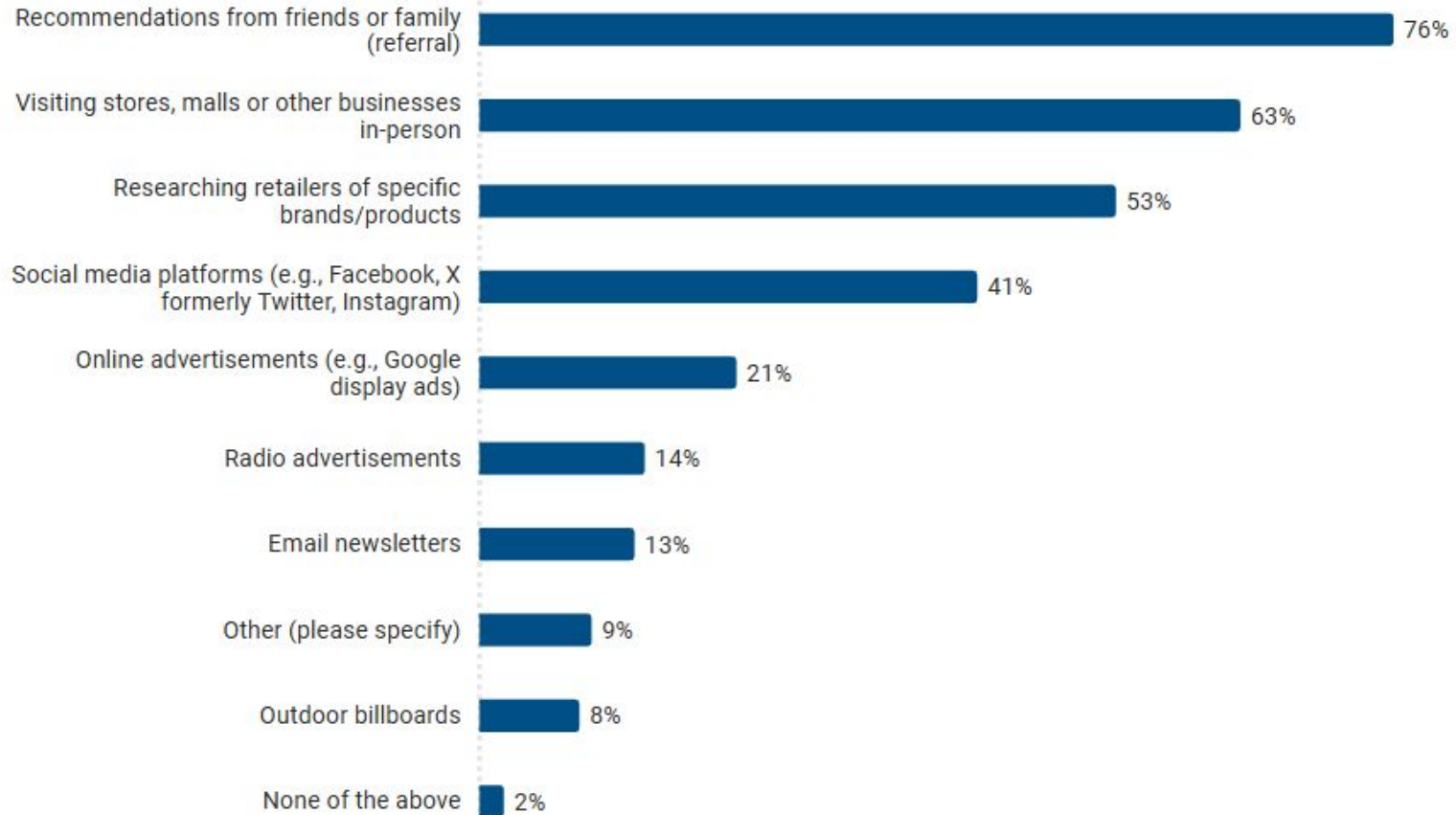
Q4 - What motivates you when deciding where to shop? Select all that apply.
Base: All Responded (N=3791)

Information Sources

The most common sources of information regarding places to shop include: recommendations from family/friends (25%), visiting stores/malls/businesses in person (21%) and researching retailers for specific brands/ products (18%).

- Women (80%) are **more likely to** hear about the places they shop from family or friends.
- Yonder residents (aged under 35) (62%) are **more likely to** hear about the places they shop by researching retailers for specific brands/ products.
- Those who are new to Canada (73%) are **more likely to** hear about the places they shop by visiting stores/malls/businesses in person.

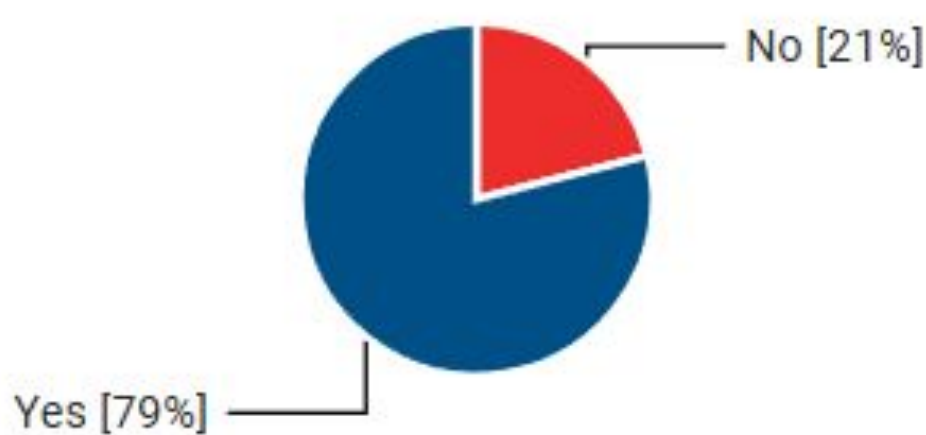
Information Sources



Q5 - How do you typically hear about the places you shop? Select all that apply.
Base: All Responded (N=3791)

Awareness - Impact of Shopping Local

79% respondents indicate that they are well-informed about the impacts of shopping at local businesses.



Those born outside of Canada (75%) and those who are new in Canada (73%) are less likely to feel well-informed about the impacts of shopping at local businesses.

A person is sitting at a desk, working on a laptop. A tablet is open next to the laptop, and a red cup is on the desk. The background is a blurred office or home workspace. The entire image is overlaid with a semi-transparent blue filter.

Survey Demographics

Gender	(N=3,791) Count	(N=3,791) Percent
Man	1,585	42%
Woman	2,056	54%
Gender minority	124	3%
Prefer not to answer	65	2%
Age		
Under 35	320	8%
35-64	1,984	52%
65+	1,480	39%
Prefer not to answer	7	0%
Edmonton Resident		
Yes	3,769	99%
No	21	1%

Identity	(N=3,791) Count	(N=3,791) Percent
Racialized minority	312	9%
Persons with disabilities	474	13%
Indigenous	102	3%
New to Canada (<5 years)	38	1%
Born outside of Canada	299	8%
2SLGBTQIA+	328	9%
Other / Prefer not to answer	304	8%
None Above	2,120	59%
Income		
Under 30,000	563	16%
30,000 to 59,999	544	15%
60,000 to 99,999	769	21%
100,000 to 149,999	1,116	31%
150,000 and over	574	16%
Prefer not to answer	24	1%

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.

"Thank you to all the Edmonton Insight Community members for engaging with us and providing your feedback to help the City make decisions."

The logo for the City of Edmonton, featuring the word "Edmonton" in white text on a dark blue rectangular background.

Corporate Research Unit

Have questions?
We're here to help.

Email: **research@edmonton.ca**



edmonton.ca/surveys



edmonton.ca/insightcommunity

Edmonton