

Old Strathcona Business Association 2021 Business Survey

Draft Report
April 30, 2021

Study Background and Methodology

In March 2021, Y Station was retained by the Old Strathcona Business Association (“OSBA”) to conduct a survey of their businesses. The objective of the survey was to determine why businesses choose to operate in Old Strathcona, which will be used to support OSBA’s business recruitment strategy.

A total of 144 businesses participated in the research project via web (n=102) and telephone (n=42); results provide a margin of error no greater than $\pm 7.2\%$ at the 95% confidence level. Based on an initial contact list of 617, the response rate is 23.3%.

The survey was carried out primarily as a web-based survey; the Old Strathcona Business Association provided Y Station with a list of current client businesses, including e-mail addresses for every contact and telephone numbers of those who had provided them. All contacts were e-mailed an invitation to complete the survey online. Respondents who wished to complete the survey by telephone, as a matter of convenience, were permitted to do so.



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For sub segment analysis purposes ,businesses have been grouped as follows:

Hospitality: Restaurant/Cafe/Bar/ Food service, Accommodation (hotels) /tourism, and Arts, Entertainment

Retail: Retail (clothing, gifts, books etc.), Grocery / Convenience Store, and Liquor, Cannabis, Vape / Tobacco

Services: Professional Services /science & technology (marketing, law, accounting, etc.), Beauty / Personal Services (salon, massage, nails, etc.), Healthcare Services (clinic, optical, dental, physio etc.), Automotive (garage, dealership, etc.), Fitness & gyms (recreation), and Childcare

Business Profile

	Percent of Respondents (n=144)
Is your business...	
Levied	92
Non Levied	8
What is the number of years this business has operated at this location?	
Less than 1 year	7
1 to 2 years	12
3 to 5 years	19
6 to 10 years	20
11 to 20 years	15
21 to 30 years	13
31 to 40 years	8
41 to 50 years	1
51 to 60 years	3
Over 60 years	1
Average	14.5 years



Business Profile

	Percent of Respondents (n=144)
How many staff are employed at this location?	
0 (I am self-employed/no additional employees)	3
1 to 2 employees	22
3 to 5 employees	24
6 to 10 employees	27
11 to 20 employees	14
21 to 30 employees	4
31 to 40 employees	3
41 to 50 employees	1
Over 51 employees	1



Business Profile – Business Breakdown

How many staff are employed at this location?			
	Percent of Respondents		
	Services (n=56)	Retail (n=41)	Hospitality (n=41)
0 (I am self-employed/no additional employees)	2	5	2
1 to 2 employees	27	22	17
3 to 5 employees	27	27	15
6 to 10 employees	30	29	22
11 to 20 employees	7	10	24
21 to 30 employees	-	2	12
31 to 40 employees	4	-	7
41 to 50 employees	4	-	-
Over 50 employees	-	5	-



Business Profile

	Percent of Respondents (n=144)
Which of the following business types best describe your business?	
Retail (clothing, gifts, books etc.)	26
Restaurant/Cafe/Bar/ Food service	19
Professional Services /science & technology (marketing, law, accounting, etc.)	14
Beauty / Personal Services (salon, massage, nails, etc.)	11
Healthcare Services (clinic, optical, dental, physio etc.)	10
Arts, Entertainment	8
Automotive (garage, dealership, etc.)	2
Financial/banking services	2
Grocery/Convenience Store	1
Liquor, Cannabis, Vape/Tobacco	1
Accommodation (hotels) /tourism	1
Fitness & gyms (recreation)	1
Childcare	1
Property management	1
Social enterprise/business	1
Storage facility	1

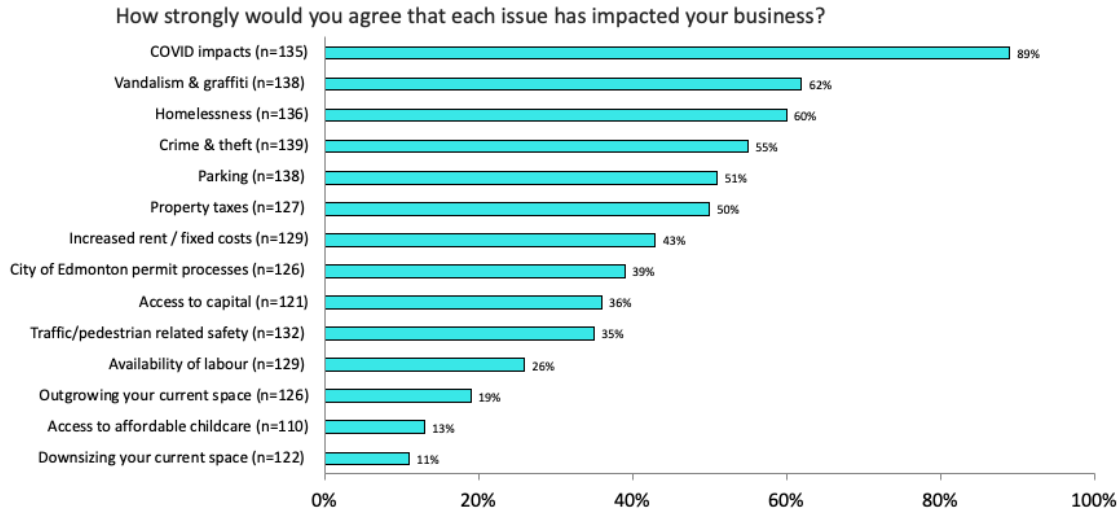


Business Profile

Is your business a...	Percent of Respondents (n=144)		
	Yes	No	Don't Know
Franchise	9	86	5
Headquarters/Owner Operated	83	12	5
Branch Office (Head office elsewhere)	18	77	5
What is your annual revenue in a typical year?			
\$0 to \$9,999		2	
\$10,000 to \$99,999		4	
\$100,000 to \$199,999		7	
\$200,000 to \$299,999		8	
\$300,000 to \$399,999		6	
\$400,000 to \$499,999		6	
\$500,000 to \$999,999		7	
\$1,000,000 to \$2,000,000		10	
Over \$2 million		9	
Prefer not to say		41	



COVID-19 and Business Operations



Percentage of respondents who agreed with each issue (ratings of 4 or 5 out of 5)
Base: Excludes 'don't know' responses

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Levied businesses were significantly more likely to agree that **property taxes and increased rent** impacted their businesses versus non-levied businesses.

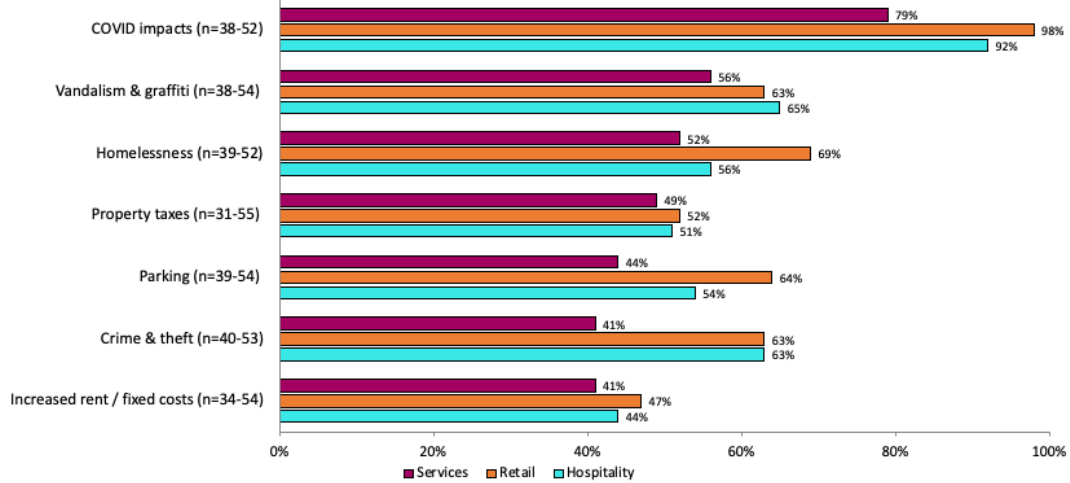
Non-levied businesses were significantly more likely to agree that **traffic/pedestrian related safety** impacted their business versus levied businesses.

Services were significantly more likely to agree that **access to affordable childcare** impacted their business versus Hospitality Businesses.

Retail Businesses were significantly more likely to agree that **COVID impacts**, in general impacted their businesses versus Services.

COVID-19 and Business Operations – Business Breakdown

How strongly would you agree that each issue has impacted your business?



Percentage of respondents who agreed with each issue (ratings of 4 or 5 out of 5)
Base: Excludes 'don't know' responses

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Levied businesses were significantly more likely to agree that **property taxes and increased rent** impacted their businesses versus non-levied businesses.

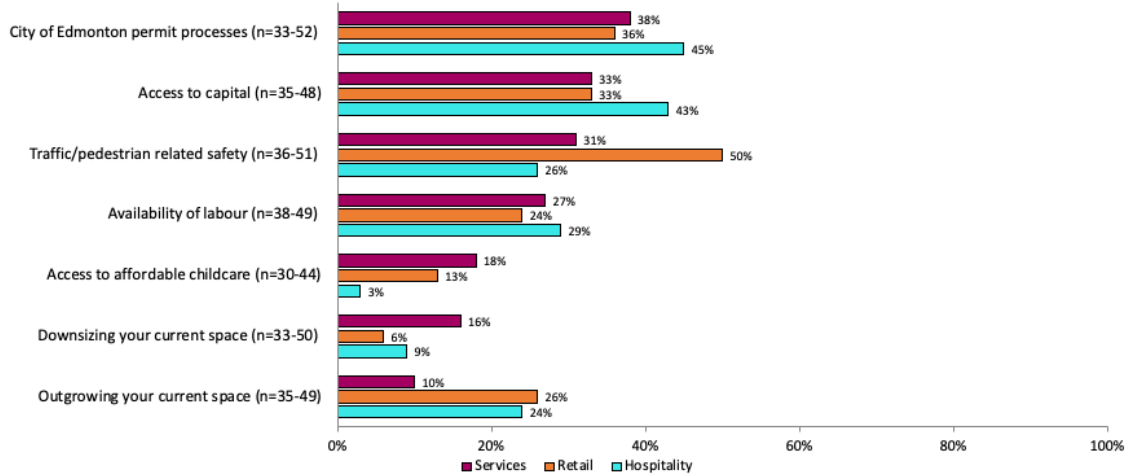
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COVID-19 and Business Operations – Business Breakdown

How strongly would you agree that each issue has impacted your business?



Percentage of respondents who agreed with each issue (ratings of 4 or 5 out of 5)
Base: Excludes 'don't know' responses

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Levied businesses were significantly more likely to agree that **property taxes and increased rent** impacted their businesses versus non-levied businesses.

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Services were significantly more likely to agree that **access to affordable childcare** impacted their business versus Hospitality Businesses.

Retail Businesses were significantly more likely to agree that **COVID impacts**, in general impacted their businesses versus Services.

Agreement With Each Issue (Detailed Breakdown)

The following is a list of potential issues that your business may be facing. How strongly would you agree that each issue has impacted your business?

	Percent of Respondents (n=144)						
	(1) Strongly disagree	(2)	(3)	(4)	(5) Strongly agree	Don't Know/Not Stated	Mean (Out of 5)
COVID impacts	1	2	7	17	66	6	4.54
Vandalism & graffiti	12	8	17	28	31	4	3.60
Homelessness	17	8	13	22	34	6	3.51
Property taxes	11	12	21	13	21	12	3.47
Crime & theft	13	15	16	26	26	3	3.40
Increased rent / fixed costs	13	11	27	14	25	10	3.31
Parking	19	10	18	22	27	4	3.30
City of Edmonton permit processes	13	15	26	15	19	13	3.13
Access to capital	15	10	28	11	19	16	3.12
Traffic/pedestrian related safety	15	17	28	13	19	8	3.05
Availability of labour	31	10	24	15	9	10	2.55
Outgrowing your current space	33	13	24	8	8	13	2.37
Access to affordable childcare	42	6	18	4	6	24	2.01
Downsizing your current space	47	10	19	6	3	15	1.92



COVID-19 and Business Operations

In general, how has COVID-19 impacted your business?

	Percent of Respondents (n=144)
Financial insecurity/uncertainty/loss of revenue	35%
Less foot traffic/customers	34%
Business is/was temporarily closed/not in service	19%
Increased operating costs for PPE/cleaning related supplies and equipment	8%
Reduced staffing levels/staffing related impacts	7%
Mental health/personal well-being related impacts/concerns	6%
Public health measures/orders/restrictions	4%
Additional cleaning related requirements/protocols	3%
Increase in profit/revenue	2%
Increased focus/investment in technology	1%
Staff working from home/remotely	1%
Increase in crime (e.g. theft, break in's, vandalism, etc)	1%
Increase in online sales	1%
Poor/decreased staff productivity (general)	1%
Reduced/changed hours of business operation	1%
Don't Know/Not Stated	13%



Multiple Responses

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COVID-19 and Business Operations

Have you had to make any adjustments to your business in order to operate during the pandemic?

	Percent of Respondents (n=144)
Offering online services/programs/products to purchase online	19%
Additional cleaning related requirements/protocols	18%
Reduced store/business capacity/adjusting to capacity related restrictions	18%
Reduced staffing levels/staffing shortages/layoffs	12%
Increased operating costs for PPE/cleaning related supplies and equipment	10%
Offering curbside/pick-up/delivery services	10%
Staff working from home/remotely	10%
Reduced/changed hours of business operation	8%
Business is/was temporarily closed/not in service	6%
Following all public health measures/orders/restrictions	5%
Appointment only in-person services	3%
None/no adjustments	3%
Less stock/inventory	1%
Business consolidation	1%
Social media presence/social media related adjustments	1%
Some services have been temporarily suspended	1%
Don't Know/Not Stated	17%



Multiple Responses

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COVID-19 and Business Operations

Please think back to your business before the pandemic. In 2021, 2022, or 2023, which of the following indicators would demonstrate that your business has recovered from the pandemic?

	Percent of Respondents (n=144)
Return of revenue	78
Lifting of health restrictions regarding operating capacity (a return to full capacity in terms of number of clients/customers allowed in your business space)	60
Improved personal mental health	60
Return of foot traffic	59
Return of business from visitors/out-of-town clients	53
Improved personal physical health	42
Return to regular staffing levels	42
Lifting of health restrictions regarding masks/face coverings	1
Don't Know	8



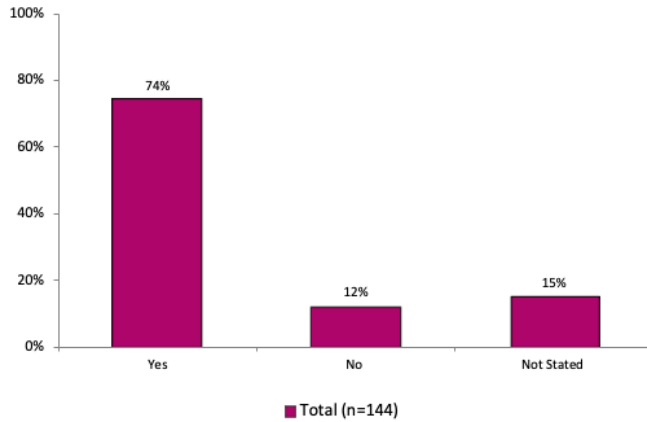
Multiple Responses

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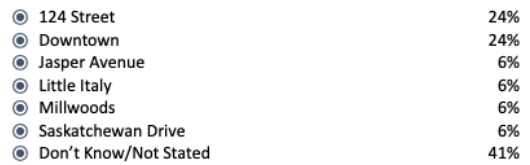
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Perceptions of Old Strathcona

When selecting a location for your business, was Old Strathcona your first choice?



What other locations were you considering before you selected Old Strathcona?

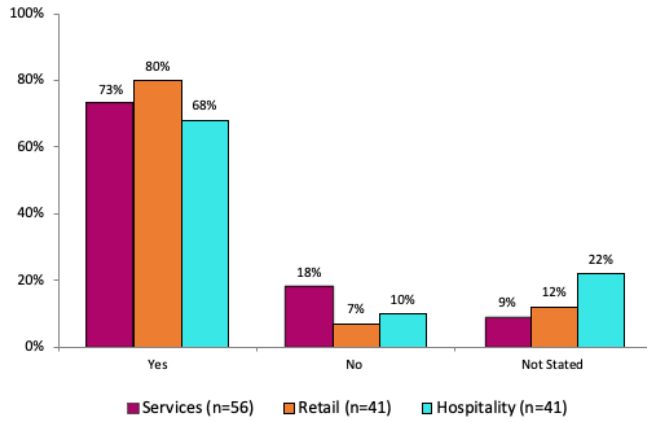


n=17
 Base: Respondents that did not select Old Strathcona as their first choice
 Use caution interpreting results when n<30



Perceptions of Old Strathcona – Business Breakdown

When selecting a location for your business, was Old Strathcona your first choice?



What other locations were you considering before you selected Old Strathcona?

	Number of Responses		
	Services (n=10)	Retail (n=3)	Hospitality (n=4)
124 Street	n=2	n=1	n=1
Downtown	n=4	-	-
Jasper Avenue	-	-	n=1
Little Italy	-	-	n=1
Millwoods	n=1	-	-
Saskatchewan Drive	n=1	-	-
Don't Know/Not Stated	n=3	n=2	n=2

Base: Respondents that did not select Old Strathcona as their first choice
 Use caution interpreting results when n<30
 Multiple Responses



Perceptions of Old Strathcona

Why were you considering these other locations?

● Cost/financial related reasons	18%
● Close to home	12%
● Prefer a central location	12%
● Customers/clients/high traffic area	12%
● Availability	6%
● Lack of homeless people in/around the area	6%
● Parking space availability	6%
● Don't Know/Not Stated	35%

n=17

Base: Respondents that did not select Old Strathcona as their first choice
Use caution interpreting results when n<30

Why did you choose Old Strathcona for the location of your business?

● High customer traffic/is a popular shopping district	25%
● Good/central location	23%
● Diversity of stores/businesses/services in area	15%
● Close to home	13%
● Is a vibrant community/strong sense of community	10%
● Arts and culture related programming/events/entertainment	6%
● Commercial/business/office space was available	6%
● Cost/financial related reasons	6%
● Parking space availability	3%
● Good public transit access/services in area	3%
● Historical background/attractions	3%
● Close to parks/green spaces	1%
● Don't Know/Not Stated	17%

n=144



Multiple Responses

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Perceptions of Old Strathcona – Business Breakdown

Why were you considering these other locations?

	Number of Responses		
	Services (n=10)	Retail (n=3)	Hospitality (n=4)
● Cost/financial related reasons	n=2	n=1	-
● Close to home	n=2	-	-
● Prefer a central location	n=2	-	-
● Customers/clients/high traffic area	-	n=1	n=1
● Availability	-	-	n=1
● Lack of homeless people in/around the area	n=1	-	-
● Parking space availability	-	-	n=1
● Don't Know/Not Stated	n=4	n=1	n=1

Base: Respondents that did not select Old Strathcona as their first choice
Use caution interpreting results when n<30

Why did you choose Old Strathcona for the location of your business?

	Percentage of Responses		
	Services (n=56)	Retail (n=41)	Hospitality (n=41)
● Good/central location	34%	17%	12%
● Diversity of stores/businesses/services in area	20%	12%	7%
● Close to home	16%	10%	12%
● High customer traffic/is a popular shopping district	14%	37%	24%
● Is a vibrant community/strong sense of community	14%	7%	5%
● Commercial/business/office space was available	13%	-	5%
● Parking space availability	7%	-	-
● Arts and culture related programming/events/entertainment	5%	2%	12%
● Good public transit access/services in area	4%	2%	2%
● Cost/financial related reasons	2%	10%	7%
● Historical background/attractions	-	5%	5%
● Don't Know/Not Stated	11%	17%	24%



Multiple Responses

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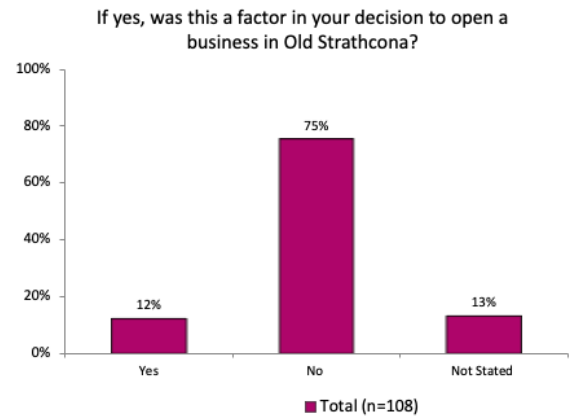
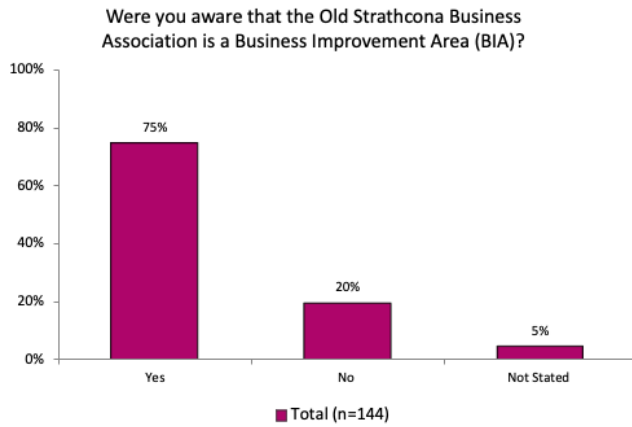
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Perceptions of Old Strathcona – Business Breakdown

Why did you choose Old Strathcona for the location of your business?

	Percentage of Responses		
	In Business 5 Years or Less (n=55)	In Business 6-10 Years (n=29)	In Business More Than 10 Years (n=60)
<input type="radio"/> High customer traffic/is a popular shopping district	31%	34%	15%
<input type="radio"/> Good/central location	22%	31%	20%
<input type="radio"/> Close to home	20%	10%	7%
<input type="radio"/> Diversity of stores/businesses/services in the area	11%	10%	20%
<input type="radio"/> Is a vibrant community/strong sense of community	9%	14%	8%
<input type="radio"/> Commercial/business/office space was available	9%	3%	5%
<input type="radio"/> Arts and culture related programming/events/entertainment	7%	10%	3%
<input type="radio"/> Historical background/attractions	5%	-	2%
<input type="radio"/> Good public transit access/services in area	4%	7%	-
<input type="radio"/> Cost/financial related reasons	4%	3%	8%
<input type="radio"/> Parking space availability	-	7%	5%
<input type="radio"/> Close to parks/green spaces	-	-	2%
<input type="radio"/> Don't Know/Not Stated	9%	7%	28%

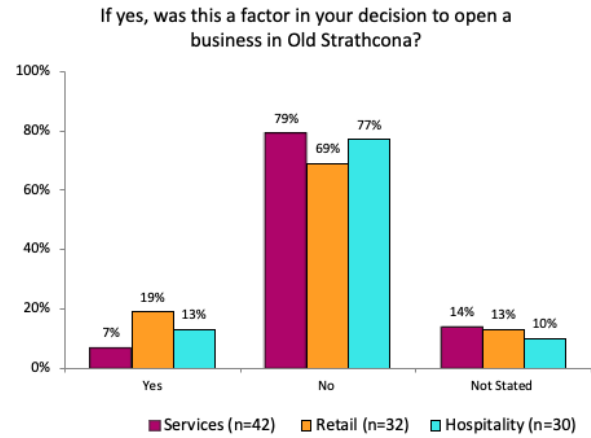
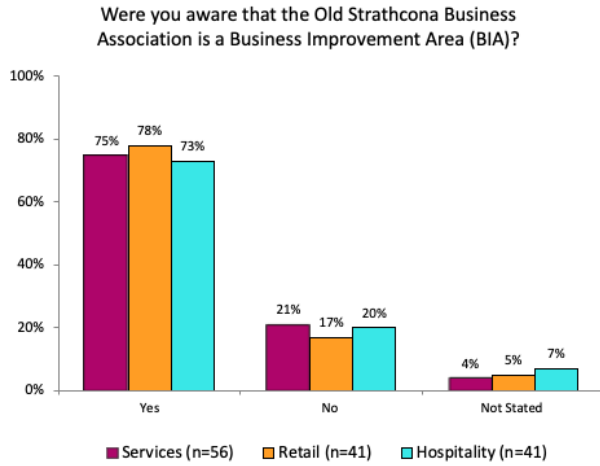
Perceptions of Old Strathcona – BIA



Base: Those who were aware that the OSBA is a Business Improvement Area



Perceptions of Old Strathcona – BIA Business Breakdown

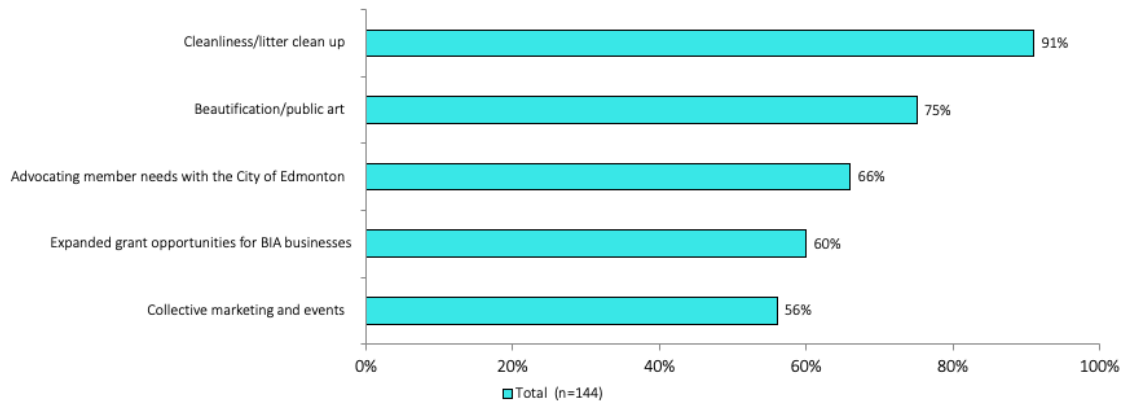


Base: Those who were aware that the OSBA is a Business Improvement Area



Perceptions of Old Strathcona – BIA Initiatives

The following are programs and initiatives that are conducted by a Business Improvement Area. Please rate the importance of each to your business using a 1 to 5 scale where 1 means 'not at all important' and 5 means 'very important'



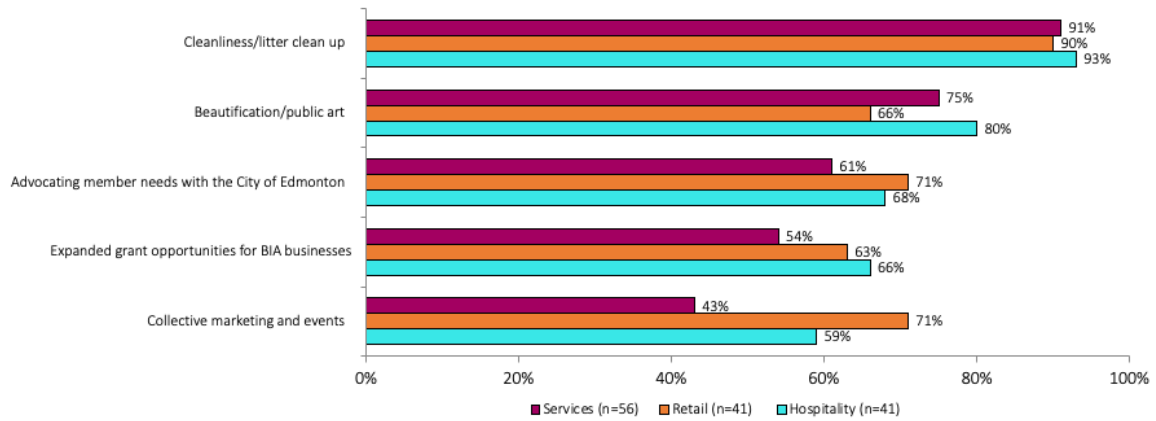
Percentage of respondents who rated each as important (ratings of 4 or 5 out of 5)

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Retail businesses were significantly more likely to rate **collective marketing and events** as important versus Services.

Perceptions of Old Strathcona – BIA Initiatives Business Breakdown

The following are programs and initiatives that are conducted by a Business Improvement Area. Please rate the importance of each to your business using a 1 to 5 scale where 1 means 'not at all important' and 5 means 'very important'



Percentage of respondents who rated each as important (ratings of 4 or 5 out of 5)

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Retail businesses were significantly more likely to rate **collective marketing and events** as important versus Services.

BIA Initiatives (Detailed Breakdown)

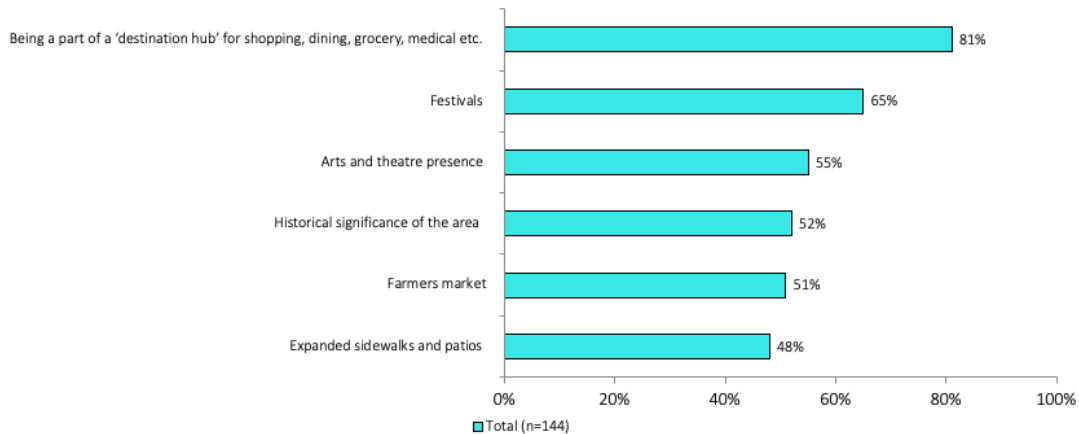
Please rate the importance of each to your business:

	Percent of Respondents (n=144)						Mean (Out of 5)
	(1) Not at all Important	(2)	(3)	(4)	(5) Very Important	Don't Know/Not Stated	
Cleanliness/litter clean up	1	1	6	11	80	2	4.72
Beautification/public art	4	3	15	26	49	2	4.15
Advocating member needs with the City of Edmonton	6	5	17	22	44	7	4.01
Expanded grant opportunities for BIA businesses	9	10	13	21	40	8	3.79
Collective marketing and events	9	9	23	25	31	3	3.62



Perceptions of Old Strathcona – Community Features

The following are **community features** of Old Strathcona. Please rate the value that each has to your business using a 1 to 5 scale where 1 means 'not at all valuable' and 5 means 'very valuable'



Percentage of respondents who rated each as valuable (ratings of 4 or 5 out of 5)

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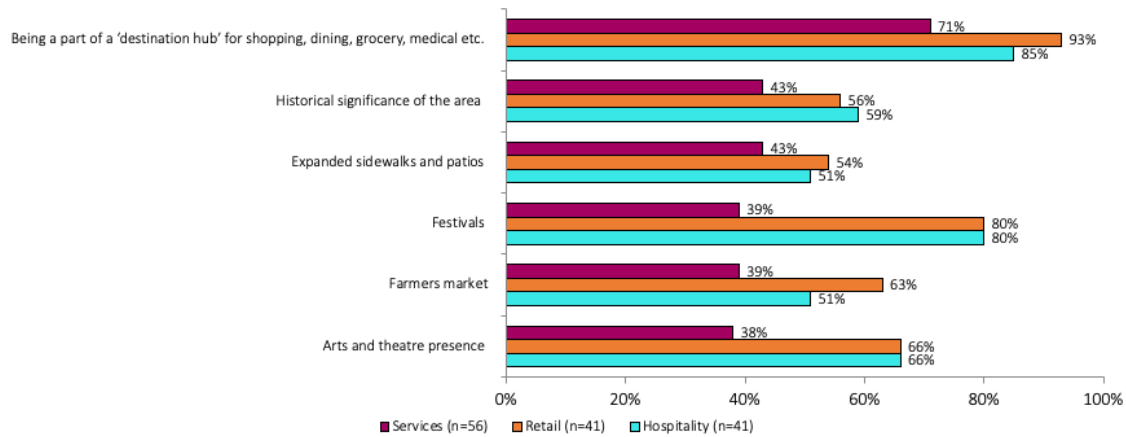
25

Hospitality and Retail Services were significantly more likely to rate **festivals** and **arts and theatre presence** as valuable versus Services.

Retail Services were significantly more likely to rate the **farmers market** and **being a part of a 'destination hub' for shopping, dining, grocery, medica etc.** as valuable versus Services.

Perceptions of Old Strathcona – Community Features Business Breakdown

The following are **community features** of Old Strathcona. Please rate the value that each has to your business using a 1 to 5 scale where 1 means 'not at all valuable' and 5 means 'very valuable'



Percentage of respondents who rated each as valuable (ratings of 4 or 5 out of 5)

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Hospitality and Retail Services were significantly more likely to rate **festivals** and **arts and theatre presence** as valuable versus Services.

Retail Services were significantly more likely to rate the **farmers market** and **being a part of a 'destination hub' for shopping, dining, grocery, medica etc.** as valuable versus Services.

Community Features (Detailed Breakdown)

The following are **community features** of Old Strathcona. Please rate the value that each has to your business:

	Percent of Respondents (n=144)						Mean (Out of 5)
	(1) Not at all Valuable	(2)	(3)	(4)	(5) Very Valuable	Don't Know/No t Stated	
Being a part of a 'destination hub' for shopping, dining, grocery, medical, etc.	5	2	9	15	67	3	4.40
Festivals	15	6	12	22	43	3	3.74
Arts and theatre presence	10	10	22	22	33	3	3.59
Farmer market	15	8	24	19	32	3	3.46
Historical significance of the area	13	16	16	19	33	3	3.46
Expanded sidewalks and patios	19	13	18	13	35	2	3.32



Perceptions of Old Strathcona – Festivals

Which festivals have had the greatest positive impact on your business?

<input type="radio"/> Edmonton Fringe Festival	55%
<input type="radio"/> Whyte Avenue Art Walk	17%
<input type="radio"/> Edmonton Pride Parade	5%
<input type="radio"/> Edmonton International Street Performers Festival	3%
<input type="radio"/> Ice On Whyte	3%
<input type="radio"/> Edmonton Folk Music Festival	2%
<input type="radio"/> Jazz City	2%
<input type="radio"/> Blues on Whyte	1%
<input type="radio"/> Sand on Whyte	1%
<input type="radio"/> Sweet Treats & Latte Festival	1%
<input type="radio"/> Taste of Edmonton	1%
<input type="radio"/> Don't Know/Not Stated	32%

n=110

Base: Respondents who rated festivals as valuable (ratings of 3 to 5 out of 5)



Multiple Responses

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Perceptions of Old Strathcona – Festivals (Business Breakdown)

Which festivals have had the greatest positive impact on your business?

	Percentage of Responses		
	Services (n=30)	Retail (n=38)	Hospitality (n=36)
Ⓐ Edmonton Fringe Festival	47%	61%	58%
Ⓑ Whyte Avenue Art Walk	17%	18%	19%
Ⓒ Edmonton International Street Performers Festival	7%	3%	-
Ⓓ Edmonton Pride Parade	3%	3%	6%
Ⓔ Blues on Whyte	3%	-	-
Ⓕ Ice On Whyte	-	3%	6%
Ⓖ Edmonton Folk Music Festival	-	3%	3%
Ⓗ Jazz City	-	3%	3%
Ⓙ Sand on Whyte	-	-	3%
Ⓚ Sweet Treats & Latte Festival	-	-	3%
Ⓛ Taste of Edmonton	-	-	3%
Ⓜ Don't Know/Not Stated	43%	29%	25%

Base: Respondents who rated festivals as valuable (ratings of 3 to 5 out of 5)



Multiple Responses

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Perceptions of Old Strathcona – Festivals (Business Breakdown)

Which festivals have had the greatest positive impact on your business?

	Percentage of Responses		
	In Business 5 Years or Less (n=42)	In Business 6-10 Years (n=20)	In Business More Than 10 Years (n=48)
<input type="radio"/> Edmonton Fringe Festival	55%	55%	56%
<input type="radio"/> Whyte Avenue Art Walk	19%	15%	17%
<input type="radio"/> Ice on Whyte	2%	-	4%
<input type="radio"/> Sand on Whyte	2%	-	-
<input type="radio"/> Sweet Treats & Latte Festival	2%	-	-
<input type="radio"/> Edmonton International Street Performers Festival	-	5%	4%
<input type="radio"/> Edmonton Pride Parade	-	10%	8%
<input type="radio"/> Blues on Whyte	-	-	2%
<input type="radio"/> Edmonton Folk Music Festival	-	-	4%
<input type="radio"/> Jazz City	-	-	4%
<input type="radio"/> Taste of Edmonton	-	-	2%
<input type="radio"/> Don't Know/Not Stated	36%	35%	27%

Base: Respondents who rated festivals as valuable (ratings of 3 to 5 out of 5)



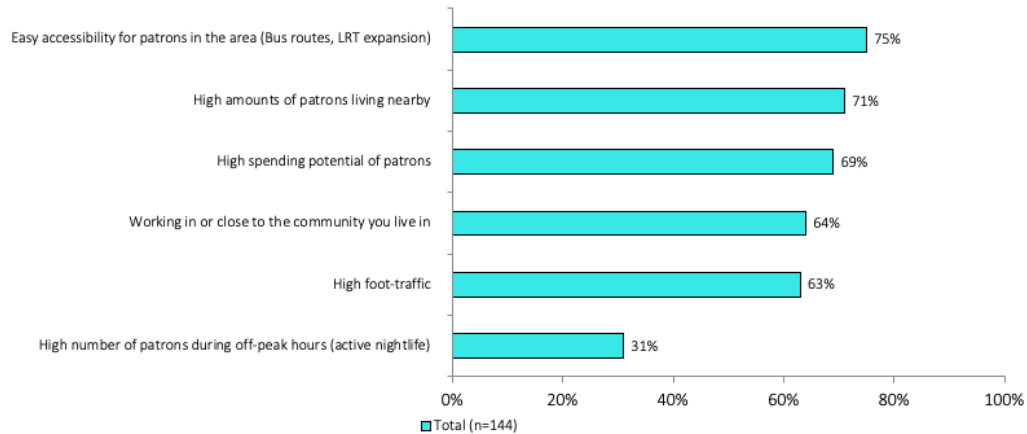
Multiple Responses

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Perceptions of Old Strathcona – Market Factors

The following are **market factors** of Old Strathcona. Please rate the value that each has to your business using a 1 to 5 scale where 1 means “not at all valuable” and 5 means “very valuable”



*Percentage of respondents who rated each as valuable (ratings of 4 or 5 out of 5)

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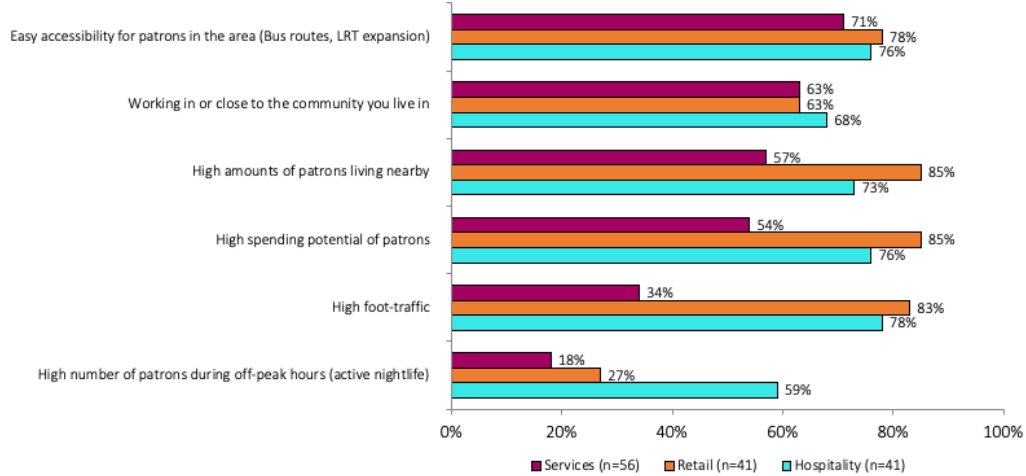
Hospitality and Retail Services were significantly more likely to rate **high foot traffic** and **high spending potential of patrons** as valuable versus Services.

Retail Services were significantly more likely to rate **high amounts of patrons living nearby** as valuable versus Services.

Hospitality Services were significantly more likely to rate **high number of patrons during off-peak hours** as valuable versus Retail Businesses and Services.

Perceptions of Old Strathcona – Market Factors Business Breakdown

The following are **market factors** of Old Strathcona. Please rate the value that each has to your business using a 1 to 5 scale where 1 means “not at all valuable” and 5 means “very valuable”



*Percentage of respondents who rated each as valuable (ratings of 4 or 5 out of 5)

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Hospitality and Retail Services were significantly more likely to rate **high foot traffic** and **high spending potential of patrons** as valuable versus Services.

Retail Services were significantly more likely to rate **high amounts of patrons living nearby** as valuable versus Services.

Hospitality Services were significantly more likely to rate **high number of patrons during off-peak hours** as valuable versus Retail Businesses and Services.

Market Factors (Detailed Breakdown)

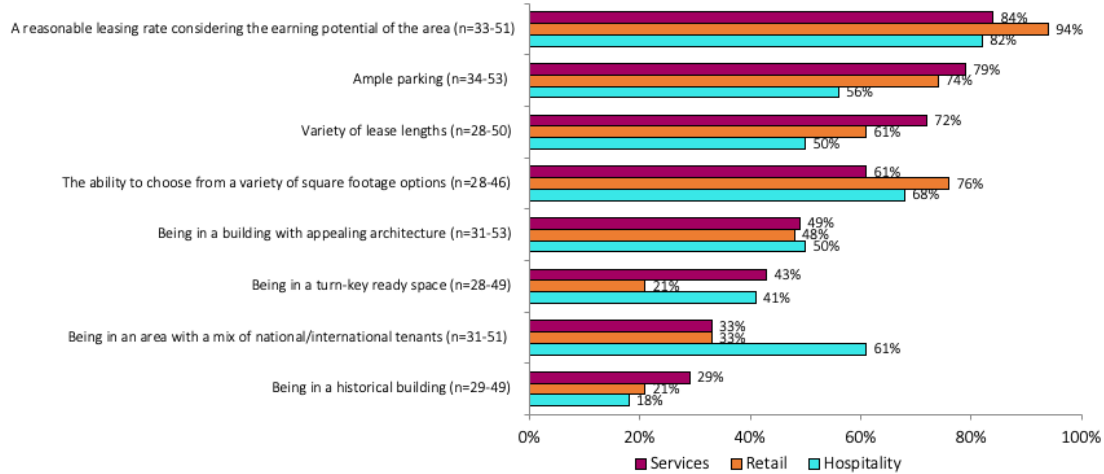
The following are market factors of Old Strathcona. Please rate the value that each has to your business:

	Percent of Respondents (n=144)						Mean (Out of 5)
	(1) Not at all Valuable	(2)	(3)	(4)	(5) Very Valuable	Don't Know/Not Stated	
Easy accessibility for patrons in the area (Bus routes, LRT expansion)	6	6	11	23	52	1	4.10
High amounts of patrons living nearby	8	10	10	20	51	1	3.98
High spending potential of patrons	9	8	13	18	51	1	3.95
High foot traffic	10	10	15	13	50	2	3.84
Working in or close to the community you live in	8	6	20	26	38	3	3.84
High number of patrons during off-peak hours (active nightlife)	32	17	17	8	23	2	2.72



Perceptions of Old Strathcona – Leasing Factors Business Breakdown

When considering the following leasing factors, how important was each factor with regards to your decision to set up in your current location?



Percentage of respondents who rated each as important (ratings of 4 or 5 out of 5)
Base: Excludes 'don't know' responses

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Services were significantly more likely to rate **ample parking** as important versus Hospitality Businesses.

Services were significantly more likely to rate **variety of lease lengths** as important versus Retail and Hospitality Businesses.

Services were significantly more likely to rate **being in a turn-key ready space** as important versus Retail

Leasing Factors (Detailed Breakdown)

When considering the following leasing factors, how important was each factor with regards to your decision to set up in your current location?

	Percent of Respondents (n=144)						
	(1) Not at all Important	(2)	(3)	(4)	(5) Very Important	Don't Know/Not Stated/Not Applicable	Mean (Out of 5)
A reasonable leasing rate considering the earning potential of the area	1	1	8	15	58	16	4.50
Ample parking	7	6	13	17	47	10	4.02
The ability to choose from a variety of square footage options	4	8	13	19	30	27	3.86
Variety of lease lengths	8	8	13	18	30	24	3.71
Being in a building with appealing architecture	15	7	21	17	25	15	3.35
Being in an area with a mix of national/international tenants	16	11	20	14	22	17	3.17
Being in a turn-key ready space	21	12	17	10	19	22	2.92
Being in a historical building	32	11	17	8	11	20	2.44

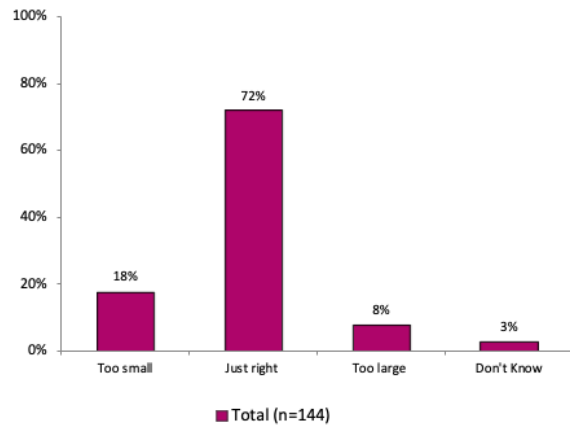


Square Footage

What is the square footage of your business located in Old Strathcona?

Less than 500 square feet	4%
500 to 800 square feet	8%
801 to 1,000 square feet	10%
1,001 to 1,200 square feet	10%
1,201 to 1,500 square feet	11%
1,501 to 2,000 square feet	19%
2,001 to 2,500 square feet	3%
2,501 to 3,000 square feet	6%
3,001 to 3,500 square feet	3%
3,501 to 5,000 square feet	7%
5,001 to 7,500 square feet	3%
7,501 to 10,000 square feet	6%
20,000 to 30,000 square feet	1%
40,000 to 50,000 square feet	1%

Is this space...



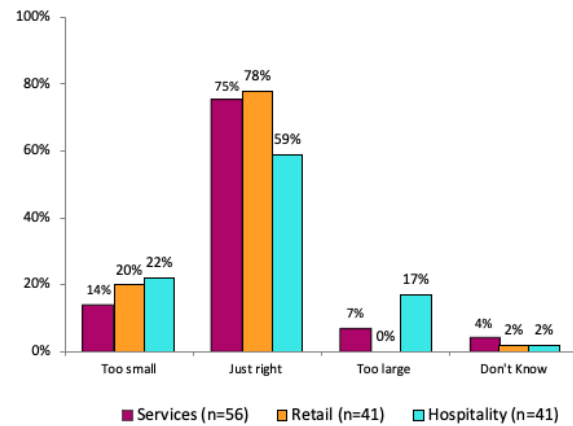
Hospitality Businesses were significantly more likely to rate their space as **too large** versus Retail Businesses.

Square Footage – Business Breakdown

What is the square footage of your business located in Old Strathcona?

	Percentage of Responses		
	Services (n=56)	Retail (n=41)	Hospitality (n=41)
☉ Less than 500 square feet	9%	2%	-
☉ 500 to 800 square feet	11%	5%	5%
☉ 801 to 1,000 square feet	16%	7%	5%
☉ 1,001 to 1,200 square feet	7%	15%	10%
☉ 1,201 to 1,500 square feet	11%	15%	10%
☉ 1,501 to 2,000 square feet	18%	22%	17%
☉ 2,001 to 2,500 square feet	4%	2%	2%
☉ 2,501 to 3,000 square feet	2%	7%	10%
☉ 3,001 to 3,500 square feet	5%	2%	2%
☉ 3,501 to 5,000 square feet	5%	5%	12%
☉ 5,001 to 7,500 square feet	4%	-	5%
☉ 7,501 to 10,000 square feet	5%	5%	5%
☉ 20,000 to 30,000 square feet	-	5%	-
☉ 40,000 to 50,000 square feet	-	-	2%

Is this space...

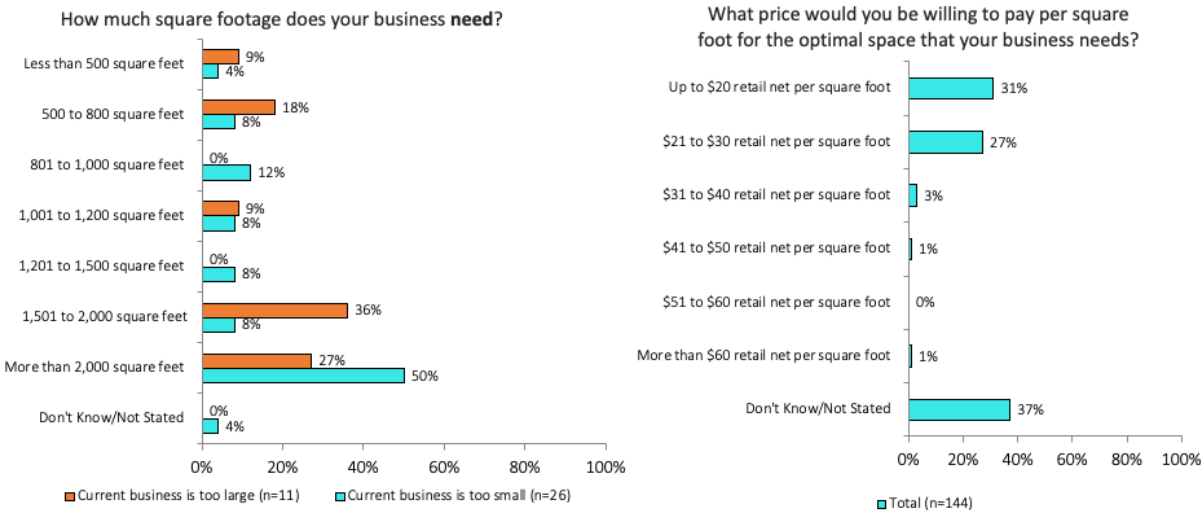


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Hospitality Businesses were significantly more likely to rate their space as **too large** versus Retail Businesses.

Square Footage



**More than 2,000 square feet, specified:
Base: Current business is too small (n=26)**

- 2,001 to 2,500 square feet (4%)
- 2,501 to 3,000 square feet (4%)
- 3,001 to 3,500 square feet (12%)
- 3,501 to 5,000 square feet (15%)
- 5,001 to 7,500 square feet (8%)
- 7,501 to 10,000 square feet (4%)
- 10,001 to 20,000 square feet (4%)

**More than 2,000 square feet, specified:
Base: Current business is too large (n=11)**

- 2,501 to 3,000 square feet (9%)
- 3,001 to 3,500 square feet (9%)
- 5,001 to 7,500 square feet (9%)



Square Footage – Business Breakdown

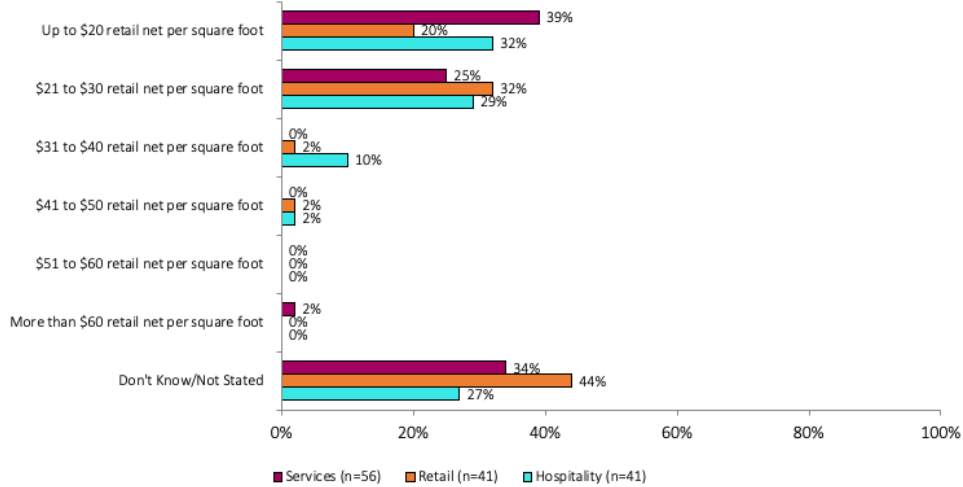
How much square footage does your business need?			
Base: Respondents that indicated the square footage of their business is too small	Number of Responses		
	Services (n=8)	Retail (n=8)	Hospitality (n=9)
<input type="radio"/> Less than 500 square feet	n=1	-	-
<input type="radio"/> 500 to 800 square feet	n=1	-	-
<input type="radio"/> 801 to 1,000 square feet	n=1	n=1	n=1
<input type="radio"/> 1,001 to 1,200 square feet	n=1	-	n=1
<input type="radio"/> 1,201 to 1,500 square feet	n=1	-	n=1
<input type="radio"/> 1,501 to 2,000 square feet	-	n=1	n=1
<input type="radio"/> 2,001 to 2,500 square feet	-	-	n=1
<input type="radio"/> 2,501 to 3,000 square feet	-	n=1	-
<input type="radio"/> 3,001 to 3,500 square feet	-	n=1	n=2
<input type="radio"/> 3,501 to 5,000 square feet	n=2	n=1	n=1
<input type="radio"/> 5,001 to 7,500 square feet	-	n=2	-
<input type="radio"/> 7,501 to 10,000 square feet	-	-	n=1
<input type="radio"/> 10,000 to 20,000 square feet	-	n=1	-
<input type="radio"/> Don't Know	n=1	-	-

How much square footage does your business need?		
Base: Respondents that indicated the square footage of their business is too large	Number of Responses	
	Services (n=4)	Hospitality (n=7)
<input type="radio"/> Less than 500 square feet	n=1	-
<input type="radio"/> 500 to 800 square feet	n=1	n=1
<input type="radio"/> 801 to 1,000 square feet	-	-
<input type="radio"/> 1,001 to 1,200 square feet	-	n=1
<input type="radio"/> 1,201 to 1,500 square feet	-	-
<input type="radio"/> 1,501 to 2,000 square feet	n=1	n=3
<input type="radio"/> 2,001 to 2,500 square feet	-	-
<input type="radio"/> 2,501 to 3,000 square feet	-	n=1
<input type="radio"/> 3,001 to 3,500 square feet	n=1	-
<input type="radio"/> 3,501 to 5,000 square feet	-	-
<input type="radio"/> 5,001 to 7,500 square feet	-	n=1



Square Footage – Business Breakdown

What price would you be willing to pay per square foot for the optimal space that your business needs?



More than 2,000 square feet, specified:

Base: Current business is too small (n=26)

- 2,001 to 2,500 square feet (4%)
- 2,501 to 3,000 square feet (4%)
- 3,001 to 3,500 square feet (12%)
- 3,501 to 5,000 square feet (15%)
- 5,001 to 7,500 square feet (8%)
- 7,501 to 10,000 square feet (4%)
- 10,001 to 20,000 square feet (4%)

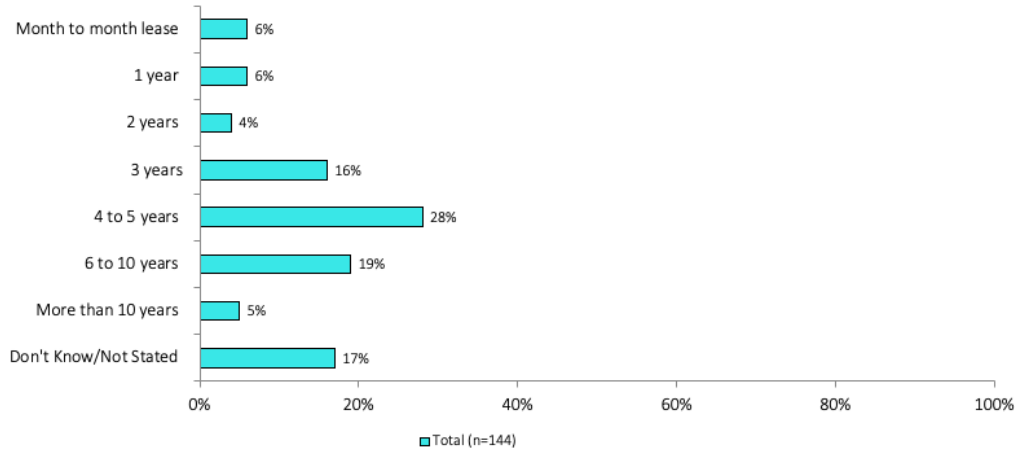
More than 2,000 square feet, specified:

Base: Current business is too large (n=11)

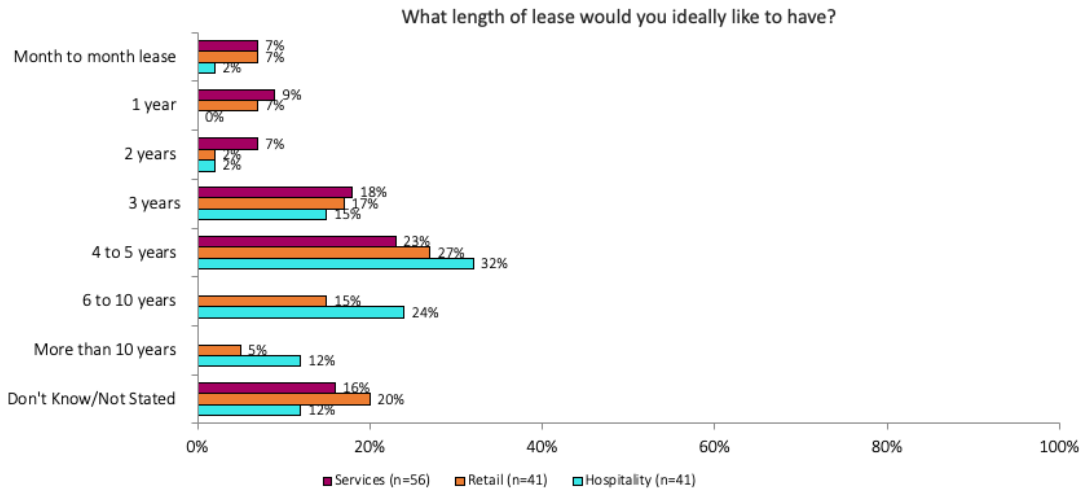
- 2,501 to 3,000 square feet (9%)
- 3,001 to 3,500 square feet (9%)
- 5,001 to 7,500 square feet (9%)

Lease Length

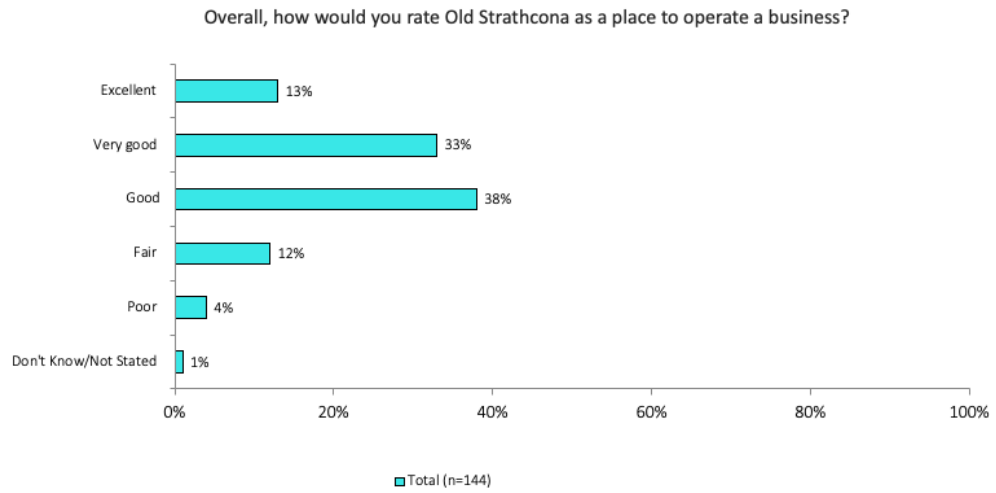
What length of lease would you ideally like to have?



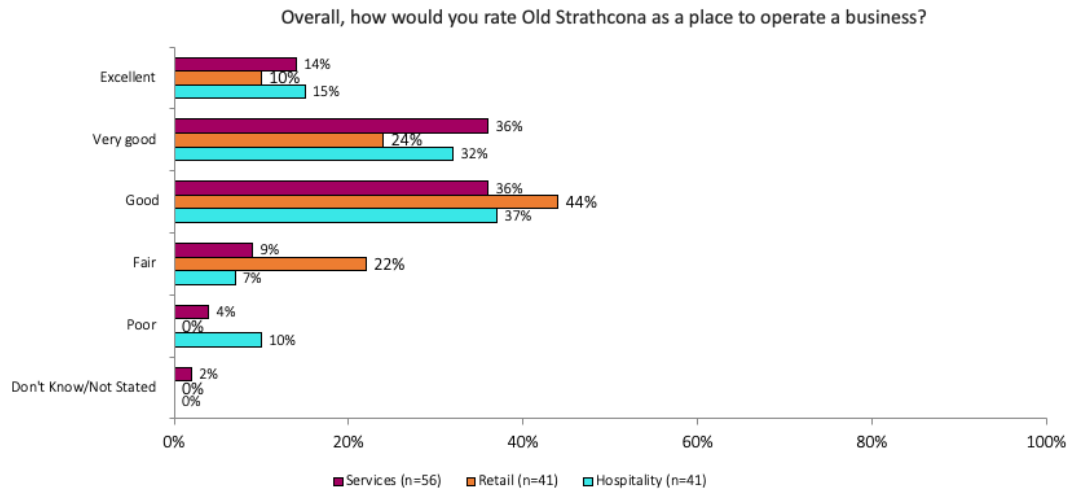
Lease Length – Business Breakdown



Satisfaction with Old Strathcona



Satisfaction with Old Strathcona – Business Breakdown



Final Comments

What one improvement would you make to create a better business environment in Old Strathcona?

More support for the homeless/address issues relating to homeless population	24%
Increased police patrols/presence/enforcement	10%
More parking space availability	8%
Improve walkability/limit amount of vehicular traffic volume/flow in area	8%
Lower/more affordable commercial space rental prices	7%
Fill vacant commercial spaces/fewer empty storefronts	6%
More variety of businesses/services	6%
Free parking availability	4%
Improve road repairs/maintenance/upgrades in area	4%
Increased marketing/advertising/public awareness	4%
Improve cleanliness/less litter and garbage in area	3%
More local events/festivals/activities	3%
Other (2% of responses or less)	10%
Don't Know	20%

n=144

Do you have any final comments or feedback for the Old Strathcona Business Association?

None/no other comments	15%
Need more support for the homeless/address issues relating to homeless population	7%
Doing a great/excellent job/keep up the good work	5%
Need to increase police presence/enforcement	5%
Provide more support to businesses (general)	4%
Appreciates being asked to provide input/feedback	3%
Give equal support to all businesses in the area	3%
Improve cleanliness/less litter and garbage in area	2%
Need more parking space availability	2%
Need more variety of businesses/services	2%
Other (1% of responses or less)	10%
Don't Know	48%

n=144



Multiple Responses

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