

KCBA's BIA Survey Results:

Total Responses: 100

94 Responses in English, 6 Responses in Korean

Collected from: Online, In Person

Locations: Yonge/Finch, Yonge/Empress, Yonge/Sheppard

When: November 27th-December 8th



Here are our findings:

- Most of the respondents (44%) say they shop at local businesses in Willowdale 1-2 times a week
- 59% of respondents were residents of North York, followed by 35% were visitors
- The majority of respondents (84%) had no knowledge of what a BIA is, what it stands for or its purpose
- Despite this, 53% of respondents agreed forming a BIA in North York would be beneficial, while 48% weren't sure
- If there was a BIA formed in North York, 47% said they liked the name "North York Village", 26% chose "KoreaTown on Yonge" and 27% preferred another name
- Determining BIA name familiarity:
 - Methodology- We presented surveyors with the names of 17 BIAs operating in Toronto in no particular order. Six (6) of the BIA names had unique names, six (6) of the BIA names had names that related to an ethnicity, and five (5) were named after their location. Respondents were asked to choose which of the BIAs they had visited. There was also an option of "None of the Above". Neither the respondent or the volunteer surveyor was aware of the methodology.
 - Analysis – There was a total of 279 votes for all the BIA options. The sum of each group was added and divided by the total to show the percentage of the respondents who identified that group.
 - Results:
 - 43% of respondents chose a BIA which name related to its location
 - 42% of respondents chose a BIA which name related to an ethnicity
 - 10% of respondents chose a BIA which had a unique name
 - 5% of respondents said they had visited no BIAs
 - Here were the top 5 individual choices of the survey:
 1. China Town – 48 votes
 2. Korea Town – 40 votes
 3. Kensington Market – 32 votes
 4. Uptown Yonge – 31 votes
 5. Financial District – 24 votes