



MEDIA RELEASE

Thursday, May 8, 2025

FOR IMMEDIATE RELEASE

City invites local businesses and employers to take part in survey

(Barrie, ON) – The City of Barrie is conducting its annual Business & Employer Data Survey. Starting today, City employees will conduct door-to-door engagement with businesses located in the city's commercial and industrial areas, to ask survey questions and gain insight.

Data collected from this survey is used to update the City's [online business directory](#). The information is also used to monitor economic trends, support business retention and expansion, forecast infrastructure needs, and assist with transportation planning.

Participation is voluntary and offers businesses the opportunity to grow business-to-business relationships and learn about new organizations in the area. The results of the survey shed light on the type of employment, number of employees, and overall characteristics of the businesses and employers in Barrie. The survey is conducted across the employment and commercial areas of the city and the survey results are used internally as a tool to inform policy and decision-making. Externally, the results provide the community with a comprehensive, up-to-date online business directory.

Businesses can also fill out the survey online at buildingbarrie.ca/BusinessDataSurvey until September 30, 2025.

In the 2024 survey, a total of 4,263 active businesses were identified, representing 48 new business locations compared to 2023. Last year, over 50 future business locations were identified by the survey team.

To find out more information about this initiative or to review the 2024 Business & Employer Data Survey Report in full, visit investbarrie.ca/BEDS.

- 30 -

For more information, please contact:

Melanie Rumley
Communications Advisor
melanie.rumley@barrie.ca
705-627-2702

