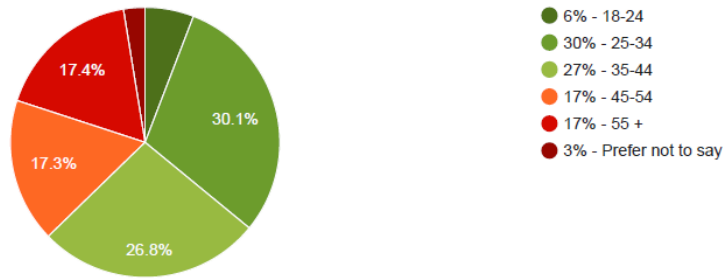


# Aberdeen Square Consultation Survey Results July 2019

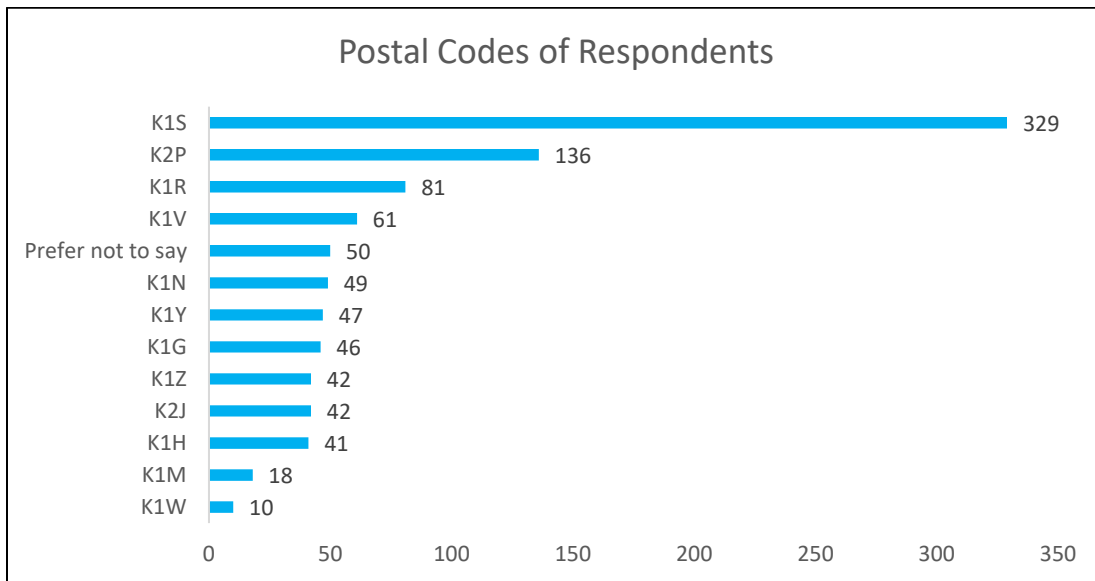
## Demographics of Respondents

### Ages of Respondents



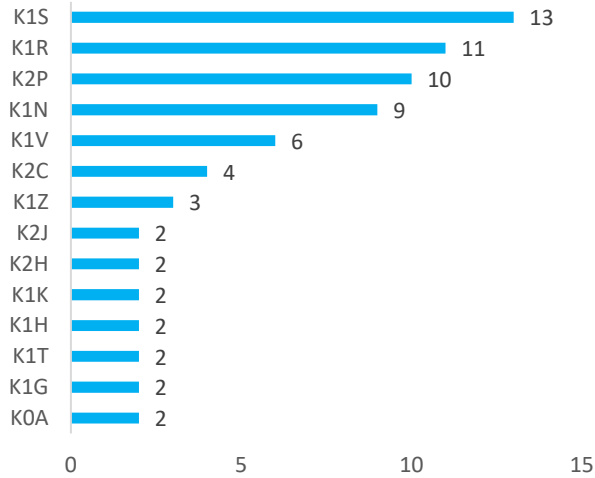
n=1436

### Top Postal Codes of Respondents

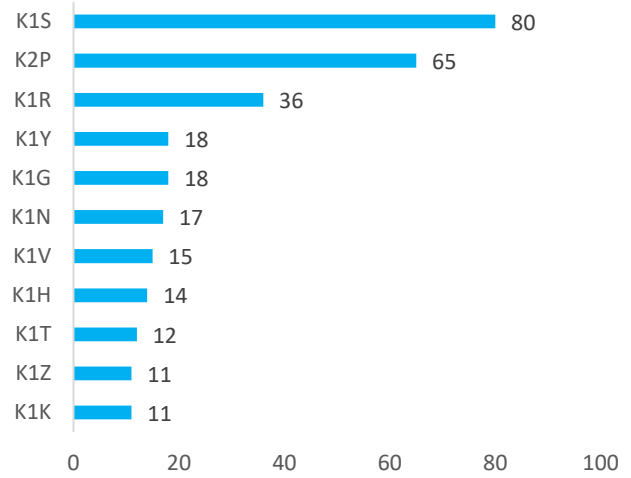


## Top 10 Postal Codes by age Group

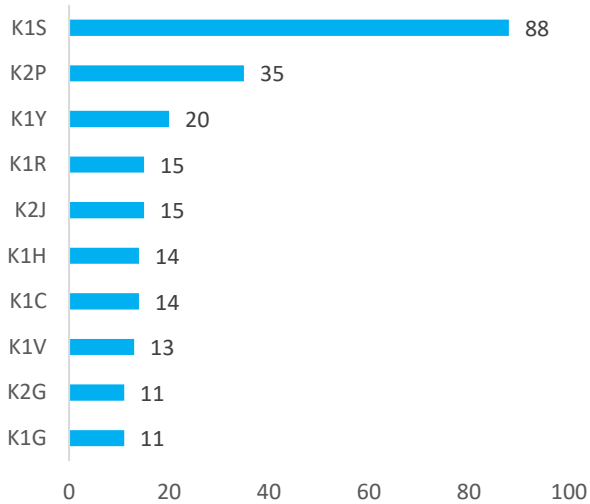
Ages 18 to 24



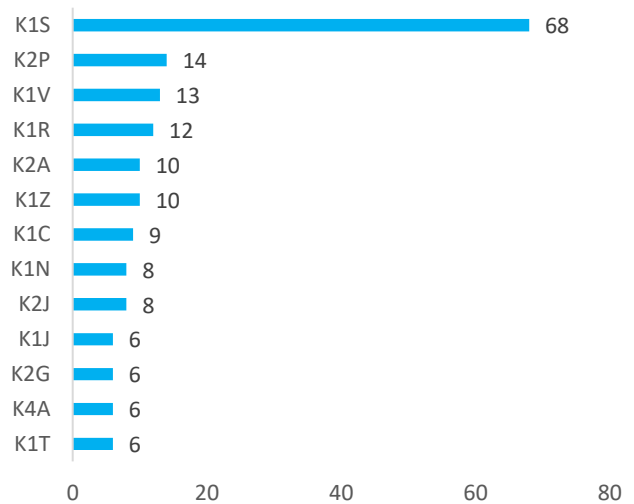
Ages 25 to 34



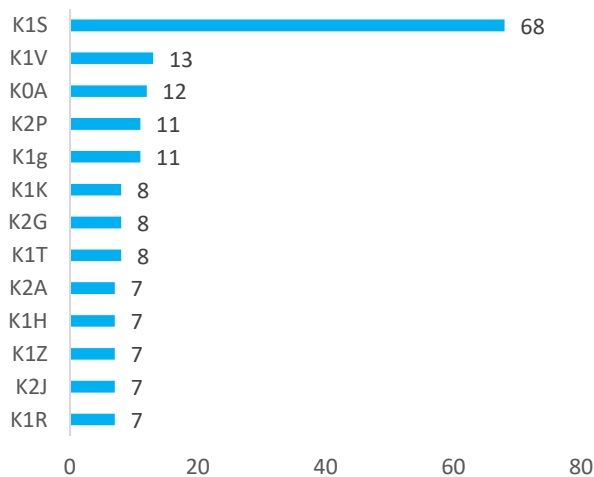
Ages 35 to 44



Ages 45 to 54

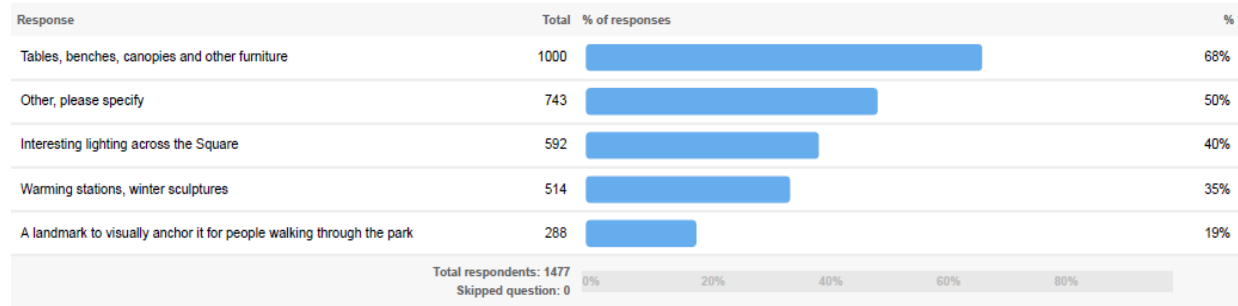


Ages 55+



- The Postal code starting with K1S was the most popular among all the age groups which is the location around Lansdowne.
- The second most popular among most ages groups is K2P which is around centre town

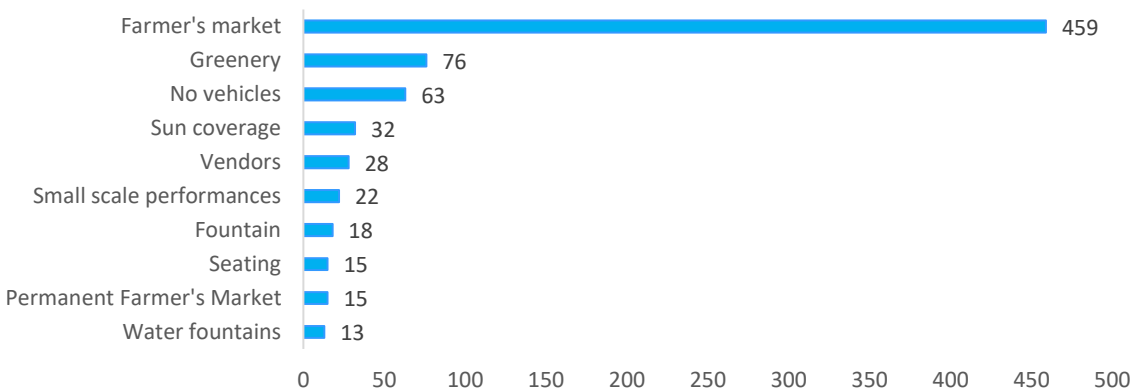
### Question 1- What would you like to see in the plaza?



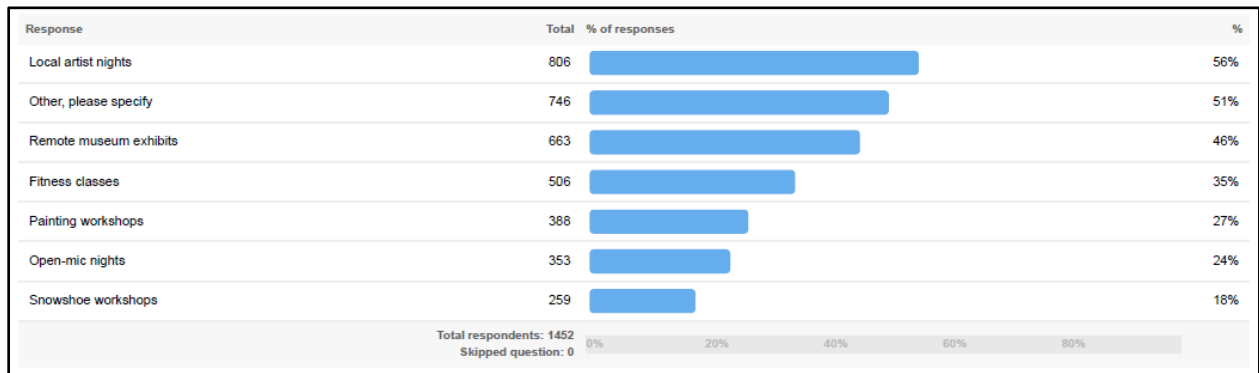
#### Top 10 'Other' Responses:

1. Most respondents indicated that they would like to see the continuation of the farmer's market or have the Farmer's Market more than once a week (459)
2. Greenery such as trees, gardens, bushes (76)
3. Prohibiting vehicles on the site (63)
4. Sun coverage such as trees, canopy's, covered seating areas (32)
5. Vendors like the farmer's market but all local merchants not just farming (28)
6. Small scale performances such as local musicians, theatre groups, dancers, comedy nights (22)
7. Large Fountain (18)
8. Seating such as benches, chairs, fountain with seating around it, Muskoka chairs (15)
9. Permanent stalls for the Farmer's Market (15)
10. Water fountains to refill water bottles (13)

Breakdown of Question 1 'Other' Responses



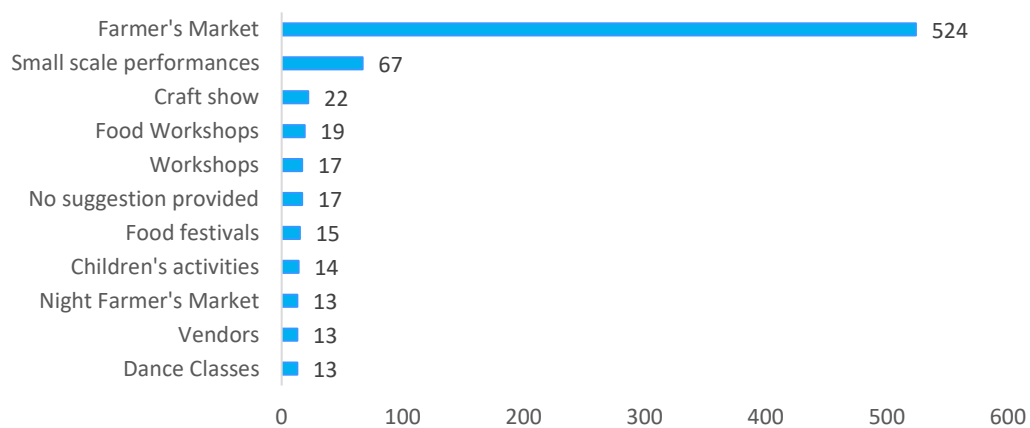
**Question 2- What kind of community programming would you attend, if offered, at the plaza?**



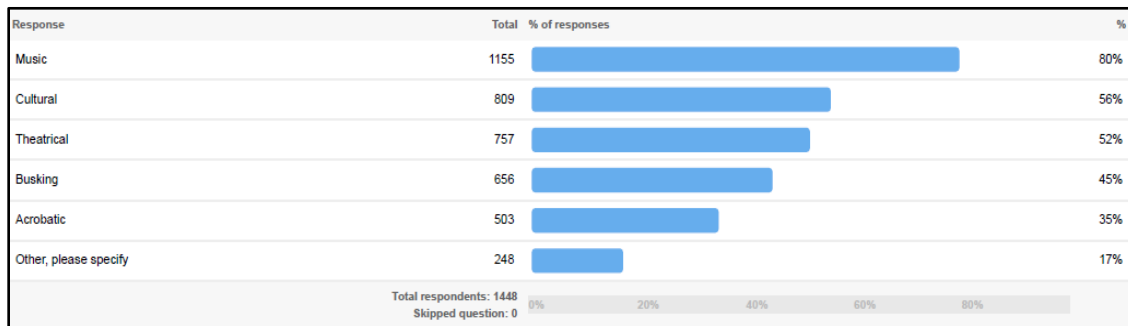
Top 10 'Other' Responses:

- Continuation of the Farmer's market and/or have the farmer's market more than once a week (524)
- Small scale performances like local musicians, dancers, theatre performances and bandshell for performers (67)
- Craft show and/or sale (22)
- Food Workshops/demonstrations—some suggested having vendors from the Farmer's market put these on (19)
- No suggestion provided (17)
- Food festivals (15)
- Children's activities (14)
- Night Farmer's Market – adding an evening Farmer's market for those who cannot make it on the weekend (13)
- Vendors- local merchants who have things to offer for sale that would not be classified as a "Farmer's Market vendor" (13)
- Dance Classes (13)

**Breakdown of Question 2 'Other' Responses**



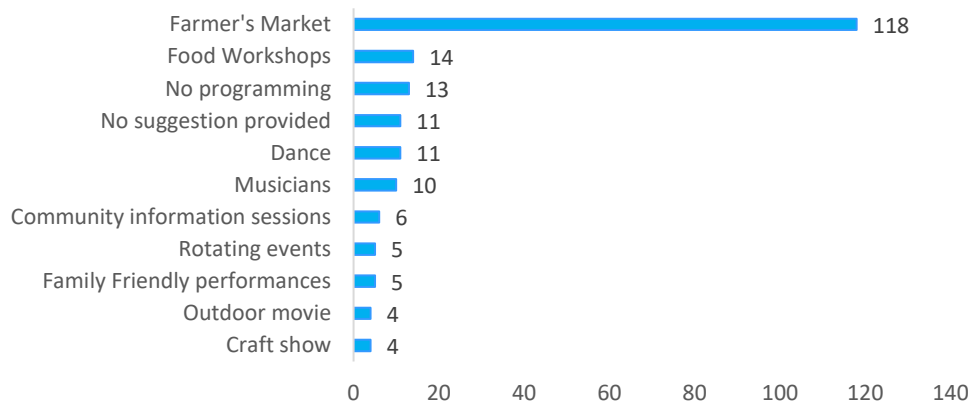
**Question 3- What type of performances would you attend if they were offered in the plaza?**



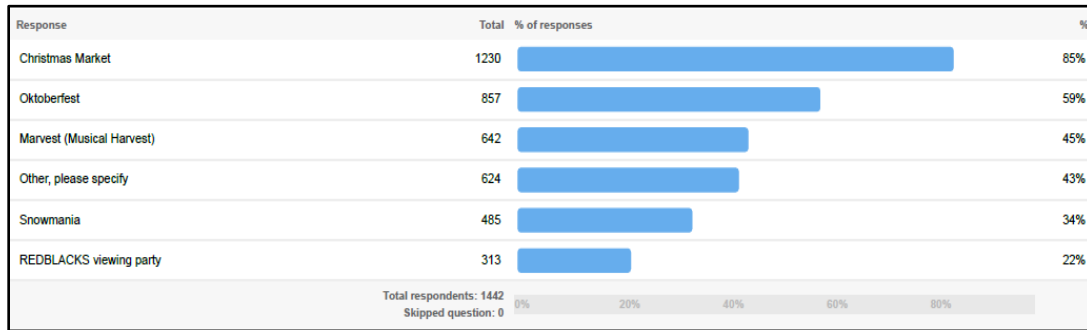
**Top 10 'Other Responses':**

- Continuation of the Farmer's Market (118)
- Food workshops – some suggested to have this put on by whole foods and/or the Farmer's market (14)
- No programming leave as is (13)
- No suggestion provided (11)
- Dance Performances (11)
- Musicians such as local talent (10)
- Community information sessions such as safety talks, what's happening at the square (6)
- Rotating events depending on the season, holiday or events happening in the City (like Winterlude, Tulip Festival) (5)
- Family friendly performances (5)
- Outdoor movie nights (4)
- Craft show for local artists to display their creations (4)

**Breakdown of Question 3 'Other' responses**



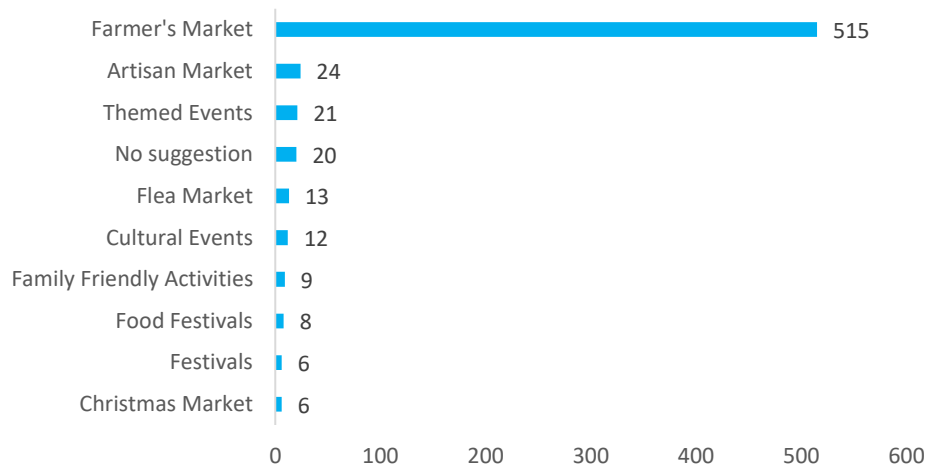
**Question 4- Which of the following events would you like to attend at the plaza?**



**Top 10 'Other Responses':**

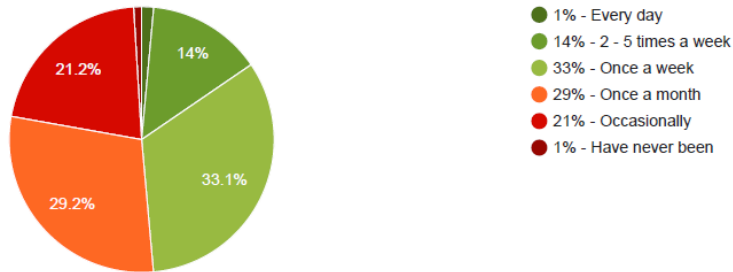
- Farmer's market (515)
- Artisan Market (24)
- Themed events such as Canada Party, New Year's Eve party, Halloween Party, events based on the season (21)
- No suggestion provided (20)
- Flea market (13)
- Cultural Events (12)
- Family friendly activities (9)
- Food Festivals (8)
- Festivals (6)
- Christmas market (6)

**Breakdown of Question 4 'Other' Responses**



## Question 5- In the last year, how many times have you visited Lansdowne Park?

5. In the last year, how many times have you visited Lansdowne Park?



n=1441

## Question 6- Of your visits, please indicate what type of activity you attended.

Response	Total	% of responses	%
Other, please specify	926		65%
Dining	872		61%
Shopping / Retail	780		55%
Leisure (walking, biking, dog park, etc)	757		53%
Cinema	701		49%
Sports - REDBLACKS	397		28%
Live entertainment	293		21%
Sports - Ottawa 67's	222		16%
Sports - Ottawa Fury	184		13%

Total respondents: 1424  
Skipped question: 14

### Top 10 'other' responses:

- Farmer's Market (825)
- Flea market (42)
- Cultural Events (21)
- Kids Park/play structure (19)
- Goodlife (18)
- Whole Foods (14)
- Work nearby/at Lansdowne (13)
- Yoga (Ex. City of OM) (13)
- Art Sale/Show (12)
- Christmas Market (8)
- Sporting Events (8)

### Breakdown of Question 6 'Other' Responses

