



# **MYCAPITAL VISITOR SURVEY 2011**

## EXECUTIVE SUMMARY

December 14, 2011  
Prepared by the Corporate Research Team

# MYCAPITAL VISITOR SURVEY 2011

## EXECUTIVE SUMMARY

### ***Background***

---

MyCapital is an NCC pilot project which ran from July 11 to October 11, 2011 on the Plaza Bridge Terrace. The objective of the project was to create a vibrant, urban public space in the downtown core in an area that is currently underutilized. The site was equipped with twenty red Muskoka chairs, two white shade sails and free Wi-Fi access.

An intercept survey was conducted by Harris/Decima consultants among 285 visitors to the myCapital site from August 12 to October 11. Interviews consisting of 10 questions were conducted during peak pedestrian traffic times, on a rotating schedule of week days and weekend days.

The objectives of the survey were to:

- Gather feedback site visitors to help determine if the project will continue next year or expand to an additional site with different elements;
- Determine sources of information about the site, length of stay, reasons for visiting and overall satisfaction levels with the site;
- Determine whether or not site visitors benefited from the Wi-Fi accessibility and if it was important to them to have such access; and
- Develop a demographic profile of site visitors (age, city of residence and gender).

That being said, Harris/Decima were able to successfully meet the objectives of the survey. The following report is a summary of the survey findings.

### ***Overall Summary***

---

Survey findings indicate that the average myCapital site visitor is a resident of the National Capital Region between the ages of 16 and 29, who first heard of the site by passing by and stayed for more than 20 minutes.

The primary reason for visiting the site was for relaxation/enjoyment. Most of those surveyed (80%) were completely satisfied with their experience and 77% said that having free Wi-Fi access in the Capital is important to them.

Ninety-seven percent of respondents either agree or strongly agree that the myCapital project helps make the downtown core more vibrant and inviting. Suggestions for improvement include adding more chairs, more shade, some tables, music, food/drinks and a water fountain.