
Mooney's Bay Ventures INC.

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Our Team



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We are from the *Sprott Student Consulting Group*
at Carleton University!

Current Situation

Businesses went out of Mooney's Bay

- Mid-size grocery store
- Scotiabank branch
- Dentists
- 2 family doctors

Current Situation

Businesses that are still in the Mooney's Bay

- Barber
- Women's hairstylist
- Restaurant
- Yoga studio
- Office space on the second floor of mall

Demographics



Project Goals

- Understand the area's demographic
- Support community and small businesses
- Prepare survey questionnaire
- Recommendations on medium suitable to conduct survey

Survey Sections



DEMOGRAPHICS



**CURRENT
SITUATION/
COMMUNITY
WANTS**



**LOCAL BUSINESS
DEVELOPMENT**

Survey Sections

DEMOGRAPHICS



Gender



Age



Ethnicity



Education



Employment



Language



Disability / Accessibility

Survey Sections

CURRENT SITUATION/ COMMUNITY WANTS

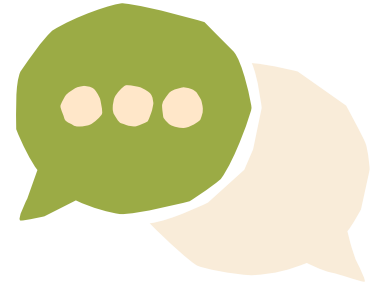


The goal of this section is to identify where people are traveling to for basic necessities:

- Grocery stores
- Restaurants and Fast Food
- Health Care Services
- Personal Care
- Recreation and Fitness
- Retail Services

Survey Sections

LOCAL BUSINESS DEVELOPMENT



The goal of this section is to identify if community members:

- Currently own and operate a business
- Have owned and operated a business in the past
- Would like to own and operate a business

Ideal Sample Size

OF THE MOONEY BAY AREA RESIDENTS

351

RESPONSES

Aspects of a Strong Survey

INCREASED LIKEIHOOD OF RESPONSES



- Use an online survey platform
 - Increased ease, flexibility, and convenience
- Include an incentive
 - Consider offering a prize, discount or gift for completing the survey (Ex. entrance into raffle for 1/5 \$50 gift cards)
 - Encourages and motivates responses
- Follow-Up
 - Include contact information, and newsletter sign-up for survey results and data usage
 - Engages respondents in the mission of the survey

Survey Platforms

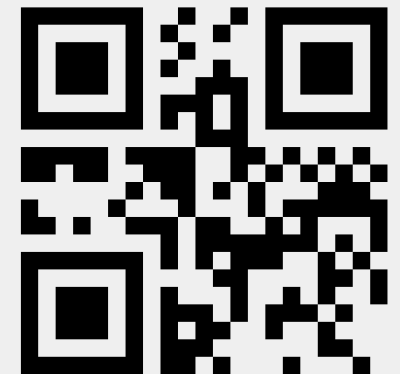
SURVEY MONKEY

- World's leading survey platform
- Easy to use and visually appealing
- Provides survey link for easy distribution
- Collects and calculates responses
- \$34/month for unlimited questions or \$119/month for multilingual feature
- Best free option is Google Forms



Distribution Methods

- E-mail Survey Link
- Physical Flyer with QR Code
- Physical Paper copy of survey (if needed)



Distribution Methods

E-MAIL SURVEY LINK

- Mass email survey link to Riverside Park Residents
- Post Survey link in online community groups (ex. Facebook group)
- Incentivize residents with a prize opportunity
 - ex. Complete the survey for a chance to win a \$50 gift card



Distribution Methods

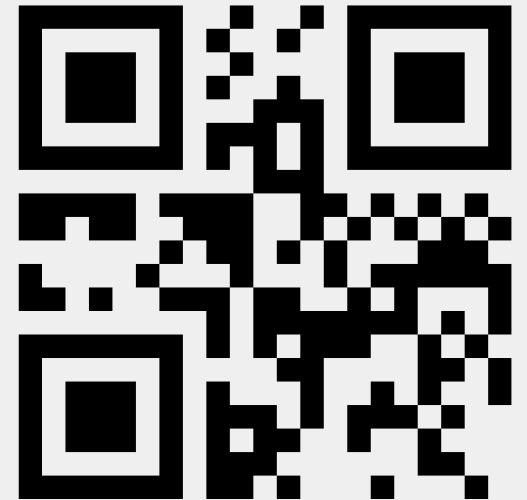
PHYSICAL FLYER WITH QR CODE

Step 1: Design a free flyer promoting the survey on

<https://www.canva.com/create/flyers/>

Step 2: Create a QR code for the flyer with the survey link URL at <https://www.qr-code-generator.com/>

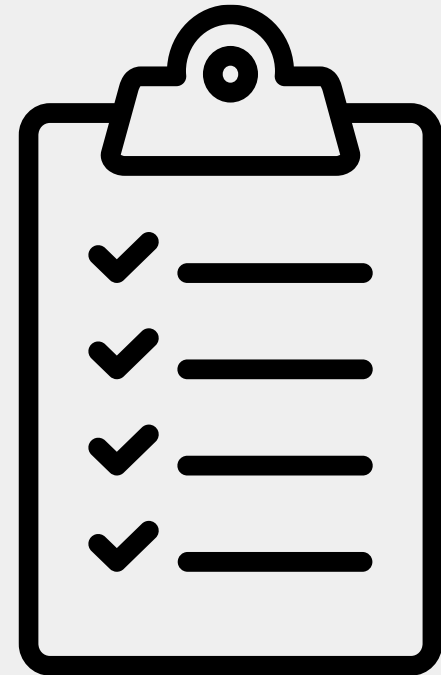
Step 3: Distribute flyer to Riverside Park residents



Distribution Methods

PHYSICAL PAPER COPY

- On the physical flyer provide an email or phone number to contact
- Residents who might not have access to technology can reach out for a physical copy of the survey or provide their answers over the phone
- A member of Mooney's Bay Ventures Inc. can insert the answers into SurveyMonkey



Additional Recommendations

FOCUS GROUP

Pros

- Produces open discussion
- Allows further clarification
- Uncovers points and ideas not brought up on a survey

Cons

- Smaller numbers, resulting in less accuracy
- Participants may not speak their mind freely
 - There is no anonymity

THANK YOU!
Questions?