



# The Best Business Mix for Downtown Sydney 2021 Survey Results





# Demographics

What is your age group?		
Answer Choices	Responses	(# of ppl)
10-18	1.51%	24
19-25	12.09%	192
26-45	48.43%	769
46-60	24.62%	391
61+	13.35%	212
	Answered	1588
	Skipped	3

Gender		
Answer Choices	Responses	(# of ppl)
Female	76.76%	1219
Male	21.73%	345
Non-binary	0.50%	8
Prefer not to say	0.88%	14
Other	0.13%	2
	Answered	1588
	Skipped	3

Please select the closest to where you live:		
Answer Choices	Responses	(# of ppl)
Sydney, Whitney Pier, Sydney River, Howie Center	61.08%	970
New Waterford, Glace Bay, Port Morien, Louisbourg	17.38%	276
North Sydney, Sydney Mines, Bras D'Or	8.63%	137
East Bay, Big Pond, Eskasoni	1.89%	30
Gabarus, Marion Bridge, Albert Bridge, Mira	6.05%	96
Richmond County	0.38%	6
Inverness County	0.63%	10
Victoria County	1.07%	17
Mainland Nova Scotia	1.45%	23
Other province/territory	1.45%	23
	Answered	1588
	Skipped	3





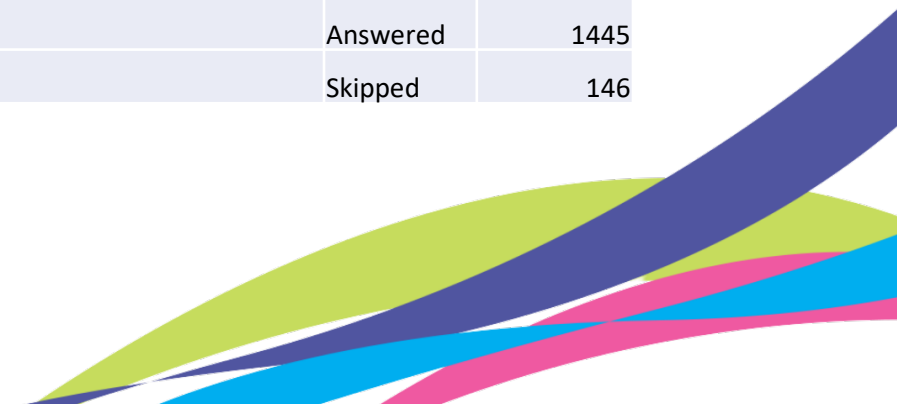
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What do you shop for off-island that you'd prefer to get locally?

Ranking	Category	Counts
1	Clothing and Accessories	560
2	Bulk items and Costco	236
3	Food	204
4	shop local	188
5	Shoes	100
6	Beauty product	91
7	Furniture and Ikea	89
8	Home décor	83
9	House hold items	83
10	Sport Equipment, outdoor recreation	75
11	Art and craft supplies	58
12	Electronic and accessories	46
13	Alcohol	41
14	Restaurant	24
15	Bars,Cafes, shops,Indoor activities	23
16	Book	23
17	Bakery goods	18
18	Order online	16
19	Pet supplies	16
20	Auto and bike parts	15
21	Gift	14
22	Toys	14
23	Vehicle	11
24	Antiques/vintage	9
25	Zero Waste/Eco Friendly products	8
26	Thrift shop	6
27	Miscellaneous	130
	<b>Total:</b>	<b>2181</b>

What would entice you to shop downtown more consistently?

Answer Choices	Responses	(# of ppl)
more retail options	80.55%	1164
businesses open past 6pm	72.32%	1045
improved street lighting	33.84%	489
activated streets (i.e. music and vendors)	57.72%	834
pet friendly areas	27.47%	397
active transportation options	15.43%	223
improved wayfinding	8.58%	124
cleaner streets	29.90%	432
beautification (i.e. plants and flowers)	45.67%	660
free public wifi	40.35%	583
improved accessibility	22.35%	323
public washrooms	45.26%	654
public gathering areas (i.e. parks, plazas and green spaces)	62.70%	906
Other (please specify)	26.85%	388
	<b>Answered</b>	<b>1445</b>
	<b>Skipped</b>	<b>146</b>





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## DAILY

Ranking	Business	Daily	# ppl
1	Bakery	3.03%	46
2	Waterfront Activity Rentals (i.e. kayaks, SUP boards etc.)	2.76%	41
3	Indoor Climbing	2.49%	37
4	Personal Transportation Rentals (i.e. bicycle and scooters etc.)	2.49%	37
5	Candy Shop	2.17%	33
6	Specialty Grocery	1.91%	29
7	Specialty Pet Shop	1.68%	25
8	Art & Craft Supply Shop	1.61%	24
9	Experiential Bar (i.e. Axe - Throwing Bar)	1.46%	22
10	Floating Restaurant	1.45%	22
11	Outdoor/ Trail Boutique	1.28%	19
12	Butcher/ Delicatessen	1.25%	19
13	Board Game Café	1.25%	19
14	Locally Made Candle/ Soap Boutique	1.21%	18
15	Ladies Apparel (Affordable)	1.17%	18
16	Athletic Apparel (Affordable)	1.11%	17
17	Instrument & Musical Accessory Shop	0.94%	14
18	Fine Dining Restaurant	0.92%	14
19	Baby & Children Apparel	0.91%	14
20	Cookware & Culinary Books	0.87%	13
21	Seafood Market	0.86%	13
22	Athletic Apparel (High End)	0.85%	13
23	Florist/ Home and Garden Boutique	0.81%	12
24	Wine Bar	0.80%	12
25	Shoe Store (High End)	0.78%	12
26	Menswear (Affordable)	0.72%	11
27	Shoe Store (Affordable)	0.72%	11
28	Antique Shop	0.67%	10
29	Craft Brewery	0.47%	7
30	Menswear (High End)	0.46%	7
31	Cape Breton Branded Team/ University Apparel	0.46%	7
32	Cidery	0.40%	6
33	Ladies Apparel (High End)	0.39%	6

## WEEKLY

Ranking	Business	Weekly	# ppl
1	Bakery	37.33%	567
2	Butcher/ Delicatessen	22.98%	349
3	Specialty Grocery	20.34%	309
4	Ladies Apparel (Affordable)	17.20%	264
5	Seafood Market	15.27%	232
6	Craft Brewery	14.55%	219
7	Athletic Apparel (Affordable)	12.83%	197
8	Candy Shop	12.71%	193
9	Wine Bar	12.29%	185
10	Waterfront Activity Rentals (i.e. kayaks, SUP boards etc.)	11.87%	176
11	Cidery	10.96%	165
12	Art & Craft Supply Shop	10.75%	160
13	Fine Dining Restaurant	10.34%	157
14	Experiential Bar (i.e. Axe - Throwing Bar)	9.77%	147
15	Antique Shop	9.67%	144
16	Indoor Climbing	9.44%	140
17	Menswear (Affordable)	8.99%	138
18	Specialty Pet Shop	8.87%	132
19	Board Game Café	8.56%	130
20	Shoe Store (Affordable)	8.21%	126
21	Florist/ Home and Garden Boutique	8.19%	122
22	Floating Restaurant	7.83%	119
23	Baby & Children Apparel	6.45%	99
24	Athletic Apparel (High End)	6.25%	96
25	Personal Transportation Rentals (i.e. bicycle and scooters etc.)	6.20%	92
26	Outdoor/ Trail Boutique	5.84%	87
27	Locally Made Candle/ Soap Boutique	5.64%	84
28	Cookware & Culinary Books	4.97%	74
29	Ladies Apparel (High End)	4.30%	66
30	Shoe Store (High End)	3.71%	57
31	Instrument & Musical Accessory Shop	2.82%	42
32	Menswear (High End)	2.67%	41
33	Cape Breton Branded Team/ University Apparel	1.89%	29



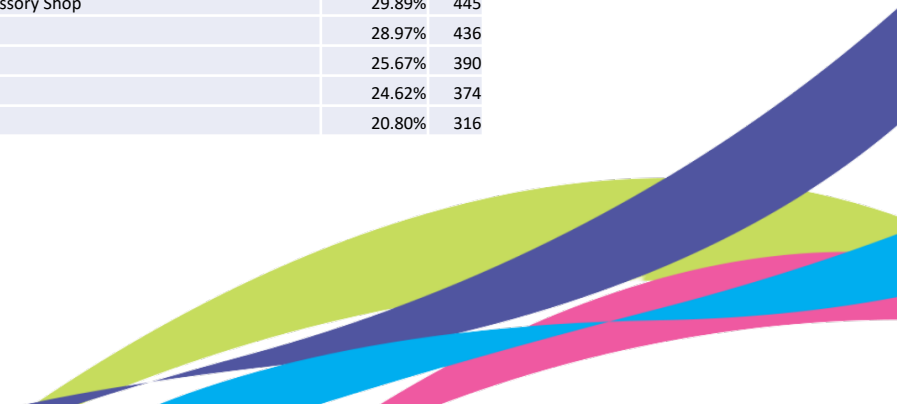
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## MONTHLY

Ranking	Business	Monthly	# ppl
1	Ladies Apparel (Affordable)	35.18%	540
2	Bakery	34.63%	526
3	Fine Dining Restaurant	31.14%	473
4	Athletic Apparel (Affordable)	30.42%	467
5	Butcher/ Delicatessen	30.15%	458
6	Specialty Grocery	29.95%	455
7	Candy Shop	28.44%	432
8	Menswear (Affordable)	27.10%	416
9	Shoe Store (Affordable)	26.58%	408
10	Craft Brewery	24.72%	372
11	Floating Restaurant	24.42%	371
12	Locally Made Candle/ Soap Boutique	23.77%	354
13	Seafood Market	23.57%	358
14	Specialty Pet Shop	22.97%	342
15	Wine Bar	22.86%	344
16	Experiential Bar (i.e. Axe - Throwing Bar)	22.46%	338
17	Outdoor/ Trail Boutique	21.76%	324
18	Florist/ Home and Garden Boutique	21.49%	320
19	Art & Craft Supply Shop	21.42%	319
20	Cidery	21.20%	319
21	Antique Shop	20.95%	312
22	Cookware & Culinary Books	19.74%	294
23	Board Game Café	18.56%	282
24	Indoor Climbing	18.27%	271
25	Baby & Children Apparel	18.11%	278
26	Waterfront Activity Rentals (i.e. kayaks, SUP boards etc.)	17.60%	261
27	Athletic Apparel (High End)	15.37%	236
28	Ladies Apparel (High End)	14.46%	222
29	Personal Transportation Rentals (i.e. bicycle and scooters etc.)	12.00%	178
30	Shoe Store (High End)	11.92%	183
31	Menswear (High End)	10.42%	160
32	Instrument & Musical Accessory Shop	8.33%	124
33	Cape Breton Branded Team/ University Apparel	6.58%	101

## A FEW TIMES A YEAR

Ranking	Business	Few times/yr	# ppl
1	Shoe Store (Affordable)	57.20%	878
2	Florist/ Home and Garden Boutique	52.38%	780
3	Fine Dining Restaurant	50.49%	767
4	Shoe Store (High End)	49.38%	758
5	Outdoor/ Trail Boutique	47.48%	707
6	Floating Restaurant	45.95%	698
7	Menswear (Affordable)	44.95%	690
8	Cookware & Culinary Books	44.59%	664
9	Athletic Apparel (Affordable)	44.43%	682
10	Ladies Apparel (High End)	43.97%	675
11	Locally Made Candle/ Soap Boutique	43.52%	648
12	Waterfront Activity Rentals (i.e. kayaks, SUP boards etc.)	41.74%	619
13	Antique Shop	41.71%	621
14	Menswear (High End)	41.43%	636
15	Athletic Apparel (High End)	40.65%	624
16	Candy Shop	40.42%	614
17	Art & Craft Supply Shop	39.56%	589
18	Cape Breton Branded Team/ University Apparel	39.41%	605
19	Experiential Bar (i.e. Axe - Throwing Bar)	36.94%	556
20	Baby & Children Apparel	33.22%	510
21	Board Game Café	32.92%	500
22	Craft Brewery	32.29%	486
23	Specialty Pet Shop	32.17%	479
24	Cidery	31.83%	479
25	Indoor Climbing	31.76%	471
26	Ladies Apparel (Affordable)	30.88%	474
27	Specialty Grocery	30.81%	468
28	Personal Transportation Rentals (i.e. bicycle and scooters etc.)	30.34%	450
29	Instrument & Musical Accessory Shop	29.89%	445
30	Wine Bar	28.97%	436
31	Seafood Market	25.67%	390
32	Butcher/ Delicatessen	24.62%	374
33	Bakery	20.80%	316





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## WOULD NOT SHOP AT ALL

Ranking	Business	Not at all	# ppl
1	Instrument & Musical Accessory Shop	58.03%	864
2	Cape Breton Branded Team/ University Apparel	51.66%	793
3	Personal Transportation Rentals (i.e. bicycle and scooters etc.)	48.95%	726
4	Menswear (High End)	45.02%	691
5	Baby & Children Apparel	41.30%	634
6	Board Game Café	38.71%	588
7	Indoor Climbing	38.03%	564
8	Ladies Apparel (High End)	36.87%	566
9	Athletic Apparel (High End)	36.87%	566
10	Cidery	35.61%	536
11	Wine Bar	35.08%	528
12	Seafood Market	34.63%	526
13	Specialty Pet Shop	34.32%	511
14	Shoe Store (High End)	34.20%	525
15	Cookware & Culinary Books	29.82%	444
16	Experiential Bar (i.e. Axe - Throwing Bar)	29.37%	442
17	Craft Brewery	27.97%	421
18	Antique Shop	27.00%	402
19	Art & Craft Supply Shop	26.66%	397
20	Waterfront Activity Rentals (i.e. kayaks, SUP boards etc.)	26.03%	386
21	Locally Made Candle/ Soap Boutique	25.86%	385
22	Outdoor/ Trail Boutique	23.64%	352
23	Butcher/ Delicatessen	21.00%	319
24	Floating Restaurant	20.34%	309
25	Menswear (Affordable)	18.24%	280
26	Florist/ Home and Garden Boutique	17.13%	255
27	Specialty Grocery	16.98%	258
28	Candy Shop	16.26%	247
29	Ladies Apparel (Affordable)	15.57%	239
30	Athletic Apparel (Affordable)	11.21%	172
31	Shoe Store (Affordable)	7.30%	112
32	Fine Dining Restaurant	7.11%	108
33	Bakery	4.21%	64

Are YOU interested in opening a  
business downtown?

Answer Choices	Responses	(# of ppl)
Yes	5.35%	76
No	94.65%	1344
	Answered	1420
	Skipped	171

