

APPENDIX E

Resident Survey

Final Report

October 2005

MARMORA RESULTS



MAIN STREET REVITALIZATION INITIATIVE Tweed Madoc Marmora Stirling



Introduction

In early summer 2005, the Main Street Revitalization committees in Centre Hastings, Marmora, Stirling and Tweed committed to researching the attitudes and opinions of the residents of their respective hometowns. More specifically, the committees sought residents' feedback on the subject of each community's downtown district and its retail and service providers. The committees decided to conduct a detailed resident survey that would accomplish these goals, as well as aid in the formation of an overall strategic plan for each downtown. As the *Rues Principales* and *Main Street* revitalization guidelines assert, it is essential that residents have the opportunity to contribute to their community's strategic plan in order for such a plan to be successfully adopted and implemented. The resident survey allowed each resident of these four communities to voice their opinions on the existing businesses, the physical atmosphere, and the cultural, recreational and entertainment opportunities that their downtown provides. The information and input that each resident contributed will be extremely valuable as the Main Street management committees form both short and long term strategic plans for each town.

Method

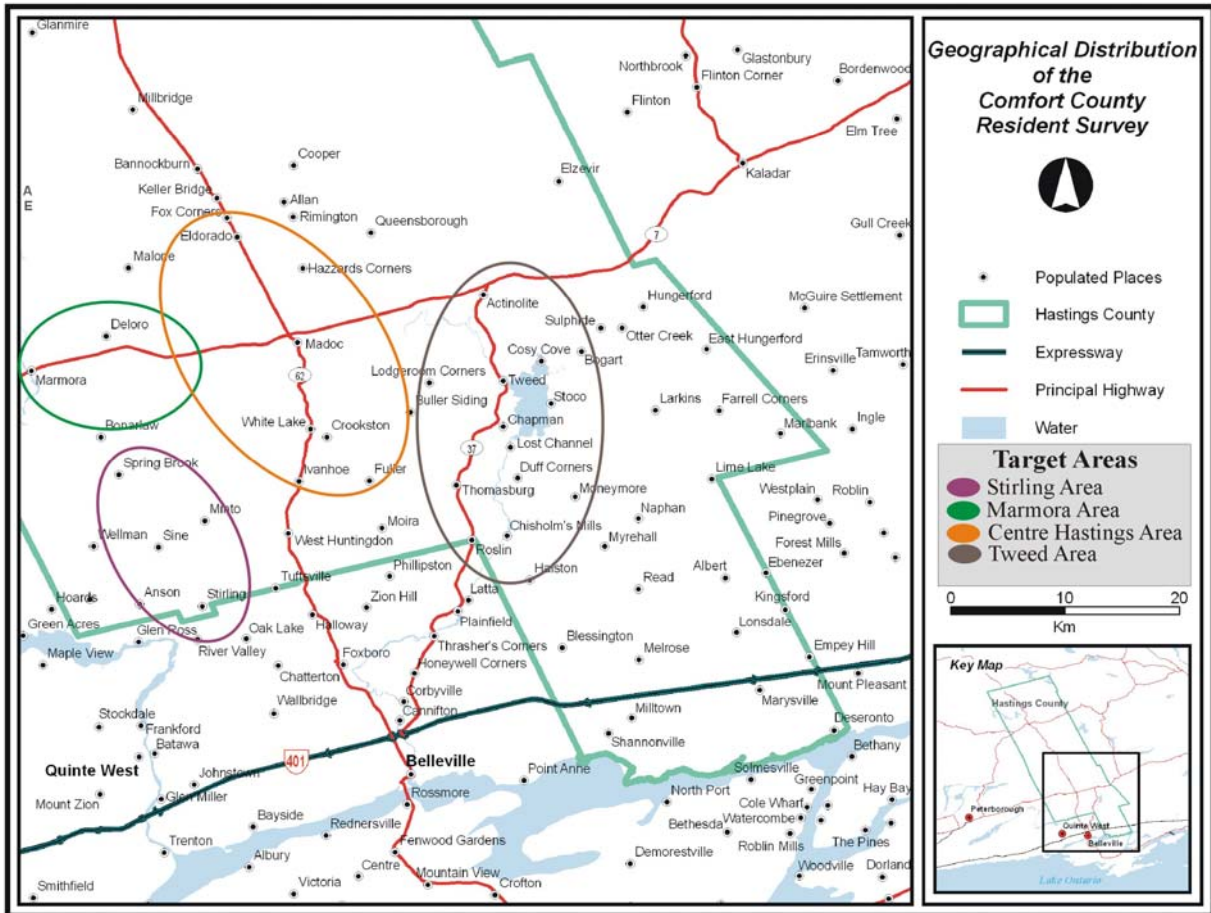
The resident survey was prepared using guidelines provided by the *Rues Principales* and the *Main Street* programs. Survey questions were developed by modifying resident and consumer surveys already in existence, as well as by creating new questions that addressed issues unique to communities in the Central Hastings region.

The survey was distributed as an insert in selected circulation areas of *The Community Press* (Eastern Edition) newspaper and *The Shield* newspaper during the final week of June 2005. These two newspapers are distributed to every household in the Central Hastings area free of charge. An online version of the survey was also available. Residents of each area were asked to complete the hardcopy version of the survey (or complete the survey online) and return the questionnaire to one of the local retailers listed on the survey, or by mailing the completed survey to their municipal office.

It was requested that the completed surveys be returned within two weeks time, at which point the results of the survey were tabulated and analysed.

Area Targeted

Each of the four communities were easily targeted using distribution breakdowns already established by each newspaper. There was little variance between the distribution of the two papers, and a total of 11,362 different households were targeted.



The specific breakdown by community area is listed below.

Area	Communities Included	Postal Code	Number of Households
Centre Hastings Area	Madoc & Rural Routes	KOK 2K0	2143
	Eldorado	KOK 1Y0	402
	Gilmour		353
	Total – Centre Hastings		2898
Marmora Area	Marmora & Rural Routes	KOK 2M0	2055
	Total – Marmora		2055
Stirling Area	Stirling & Rural Routes	KOK 3E0	2693
	Springbrook & Rural Routes	KOK 3C0	180
	Total - Stirling		4928
Tweed Area	Tweed & Rural Routes	KOK 3J0	2491
	Roslin	KOK 2Y0	579
	Thomasburg	KOK 3H0	
	Plainfield & Rural Routes	KOK 3H0	466
Total – Tweed		3536	

Survey Response Rate

Residents of each community responded well to the survey. Overall, 1107 surveys were returned, of which 1026 could be analysed. This represents an overall response rate of 9.03%, which is favourable considering the typical response rate to a mail in survey is 2-3%¹.

Area	Response Rate	Surveys Analysed	Confidence Interval*
Centre Hastings	10.49%	304	+/- 5.30%
Marmora	7.74%	159	+/- 7.52%
Stirling	8.46%	243	+/- 5.88%
Tweed	8.88%	314	+/- 5.23%

*With a 95% confidence level

The confidence interval indicates the variance between the responses of those people surveyed, and the responses of the overall population of each community. As an example, if it was found that 70% of Centre Hastings *survey respondents* feel that their downtown is safe, it can be safely assumed that between 64.7% and 75.3% of *all residents* of Centre Hastings feel their community's downtown is safe.

Analysis

Each of the four communities was separately analysed once survey results were tabulated. Surveys were separated into community area based on the respondent's postal code, as is detailed above.

¹ www.websurveyor.com/pdf/webvsmail.pdf

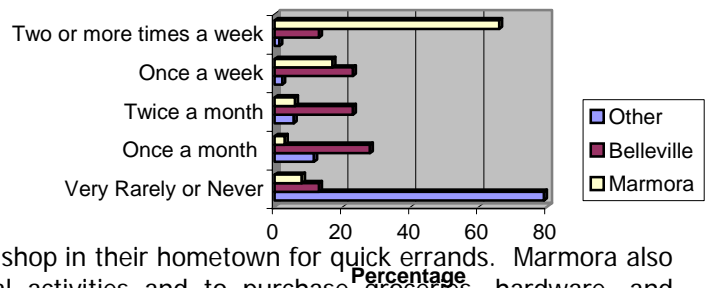
Community Results & Analysis: Marmora

Shopping Frequency & Location

Residents of the Marmora area are shopping in their hometown on a regular basis. Over 80% of residents visit the Marmora downtown once a week or more. The second most visited location is Belleville – 36% of Marmora residents shop in Belleville once a week or more.

>Question: *How often do you shop at the following locations?*

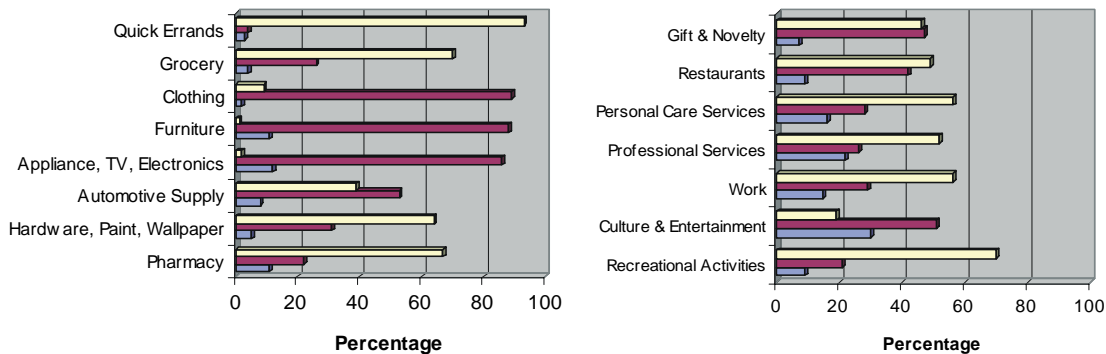
Shopping Frequency in Most Visited Areas



An overwhelming majority of Marmora residents shop in their hometown for quick errands. Marmora also serves as the destination to enjoy recreational activities and to purchase groceries, hardware, and pharmacy goods for the majority of its residents. In certain categories such as clothing, furniture, appliance, electronics people are not shopping in Marmora.

>Question: *Where do you travel to for the majority of the following?*

Shopping Location by Type of Product/Service



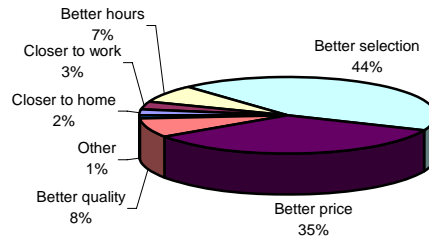
Upon further analysis, it was noted that older residents shop in Marmora more frequently for groceries and pharmacy goods than those residents of younger age. Comparatively, residents of older age shop less frequently in Belleville for the same products than those younger residents. In a similar fashion, retired individuals shop for pharmacy goods in Marmora more often than non-retired residents. Non-retired individuals shop in Belleville more often for pharmacy goods than retired residents.

Why Go Elsewhere?

There are numerous reasons why residents of Marmora shop in a location other than in their community. The two reasons that influence residents the most are the better prices and selection perceived to be offered elsewhere.

>Question: When you shop in a location other than in your community's downtown, what are the two main reasons why?

Reasons Residents Shop Elsewhere

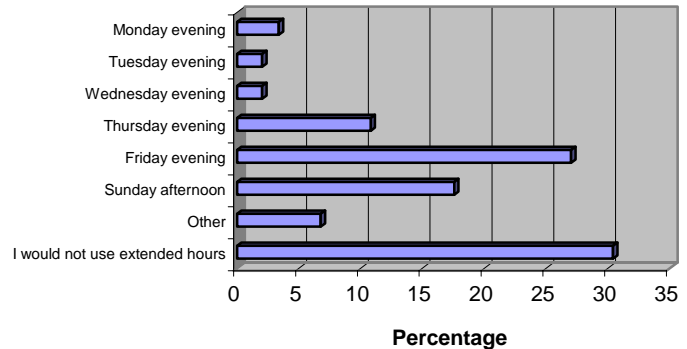


Extended Hours

Marmora residents provided their preferences relating to extended store hours in the community. 30% of residents stated that they would not use extended hours. 27% of residents would use extended hours Friday evening, and 18% would use extended hours Sunday afternoon.

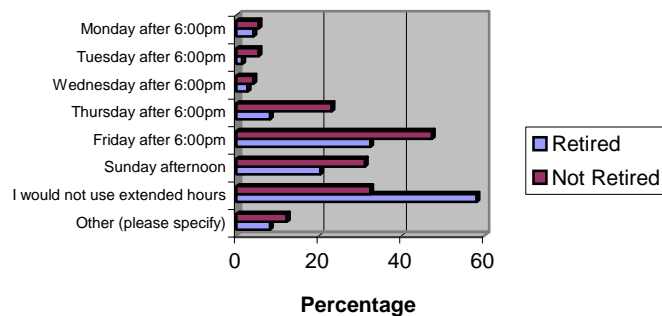
>Question: If stores in your downtown offered extended hours, when would you most likely shop?

Preferred Times for Extended Hours



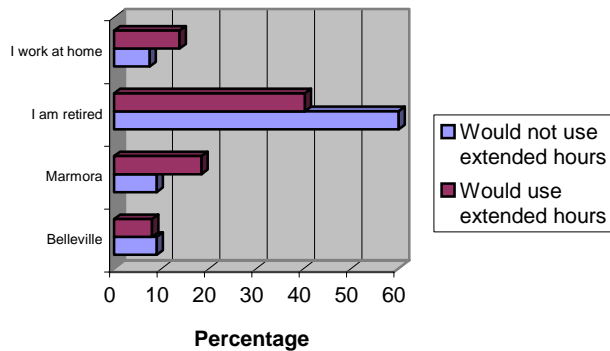
It is important to consider the lifestyles of those people who provided opinions on extended hours in the community. Those people that are retired stated they would be less likely to use extended hours than those people who are not retired. Furthermore, the non-retired community greatly preferred extended hours Thursdays, Fridays, and Sundays.

Preferred Times for Extended Hours – Retired/Not Retired

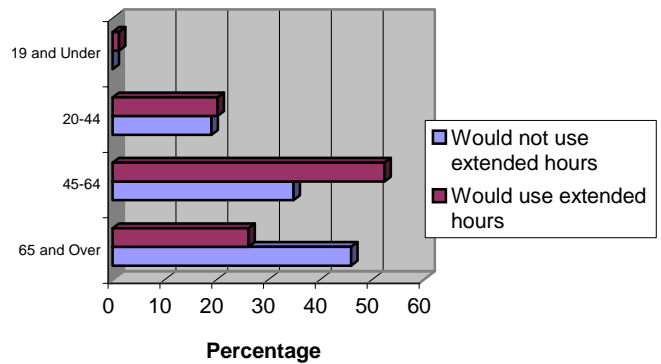


When studying those individuals that stated that they would not use extended hours, it was interesting to note their workplace locations. Individuals that worked in Marmora were more likely to use extended hours, as were those that worked at home. Not surprisingly, retired individuals were less likely to make use of extended hours. Correspondingly, individuals over the age of 65 were less likely to use extended hours than younger individuals – especially those between the ages of 45-64. A further point of interest was that individuals who stated that they would use extended hours had, on average, lived in the community for a shorter period of time than those individuals that would not use extended hours.

Use of Extended Hours – Workplace Location



Use of Extended Hours – Age

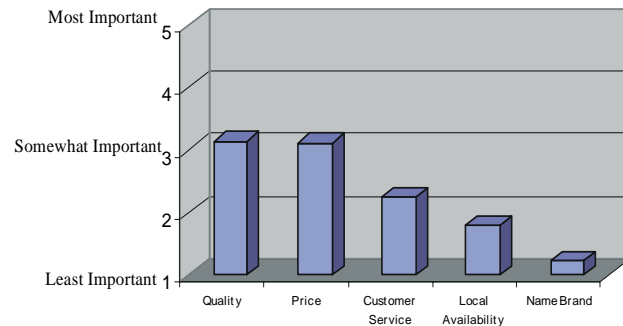


Importance Rankings

Residents of Marmora consider the quality and price of a good to be the most important factors when making a purchase decision. The name brand of a product is considered to have the least influence on the decision to purchase a good.

>Question: Please RANK the importance of the following characteristics on your decision to purchase each good.

Importance Rankings

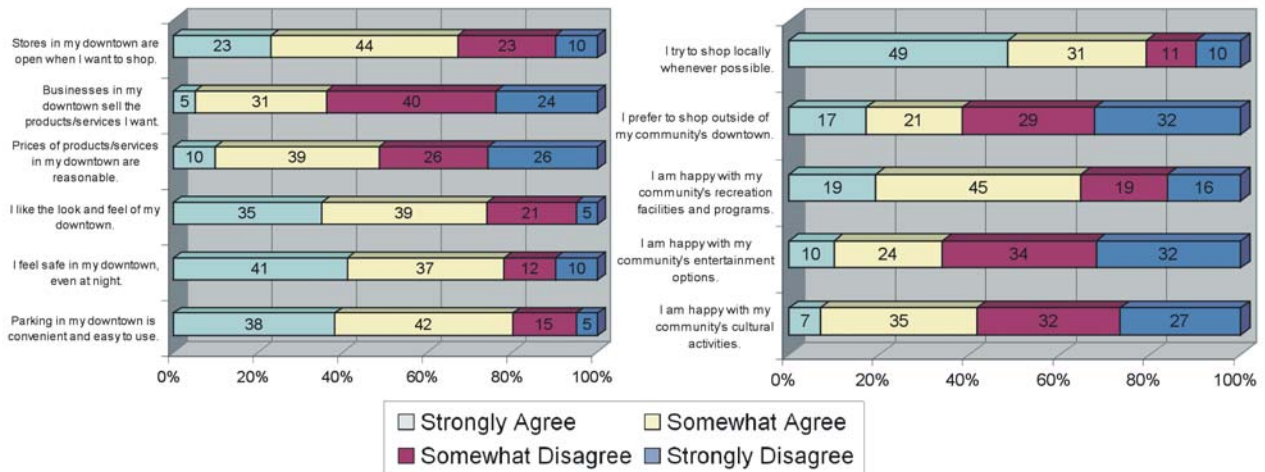


General Opinions

In general, residents agree that stores downtown are open when they want to shop. Citizens also consider Marmora’s downtown to be safe, and feel that downtown parking is easy and convenient. The majority of residents also agree that they like the look and feel of their downtown, and that they do try to shop locally whenever possible. Residents feel that Marmora still has an opportunity to improve the selection of products and services offered locally, and improve the town’s entertainment and cultural activities.

>Question: How strongly do you agree or disagree with the following statements?

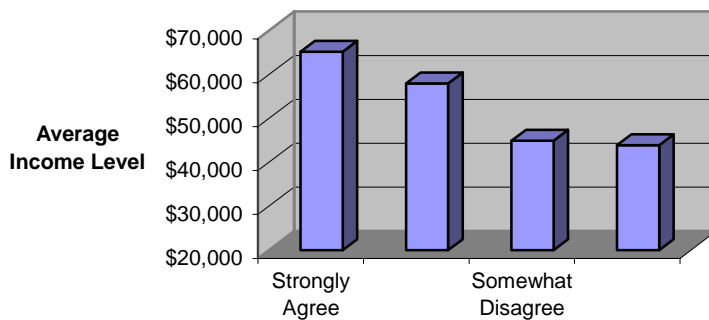
Resident Opinions



With further analysis, it was found that residents with higher income levels were more satisfied with prices of products and services in their downtown.

>Question: How strongly do you agree or disagree with the following statement? Prices of products/services in my downtown are reasonable.

Concurrence that Prices of Products/Services are Reasonable



Interestingly, residents that live closer to downtown Marmora are slightly more satisfied with the look and feel of their downtown than those residents that live further away. It was also determined that older residents are slightly more satisfied with their community’s recreation facilities, entertainment options, and cultural activities than those residents of a younger age.

Market Gaps

Marmora residents provided open-ended feedback as to what new retailers or service providers they feel are needed in their community. 39% of all survey respondents stated that they would like to see a clothing retailer in the downtown, and 12% would like an additional grocery store in the Marmora community. As detailed earlier, the residents of Marmora place a strong value on the price of a product. It is likely for this reason, that 16% of citizens wish there were a discount clothing store in their community. Other frequently mentioned retailers that were desired by residents included a shoe store (11% of all respondents), a restaurant (11% of all respondents), and a bakery (12% of all respondents).