

APPENDIX E
Resident Survey
Final Report

October 2005

STIRLING 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

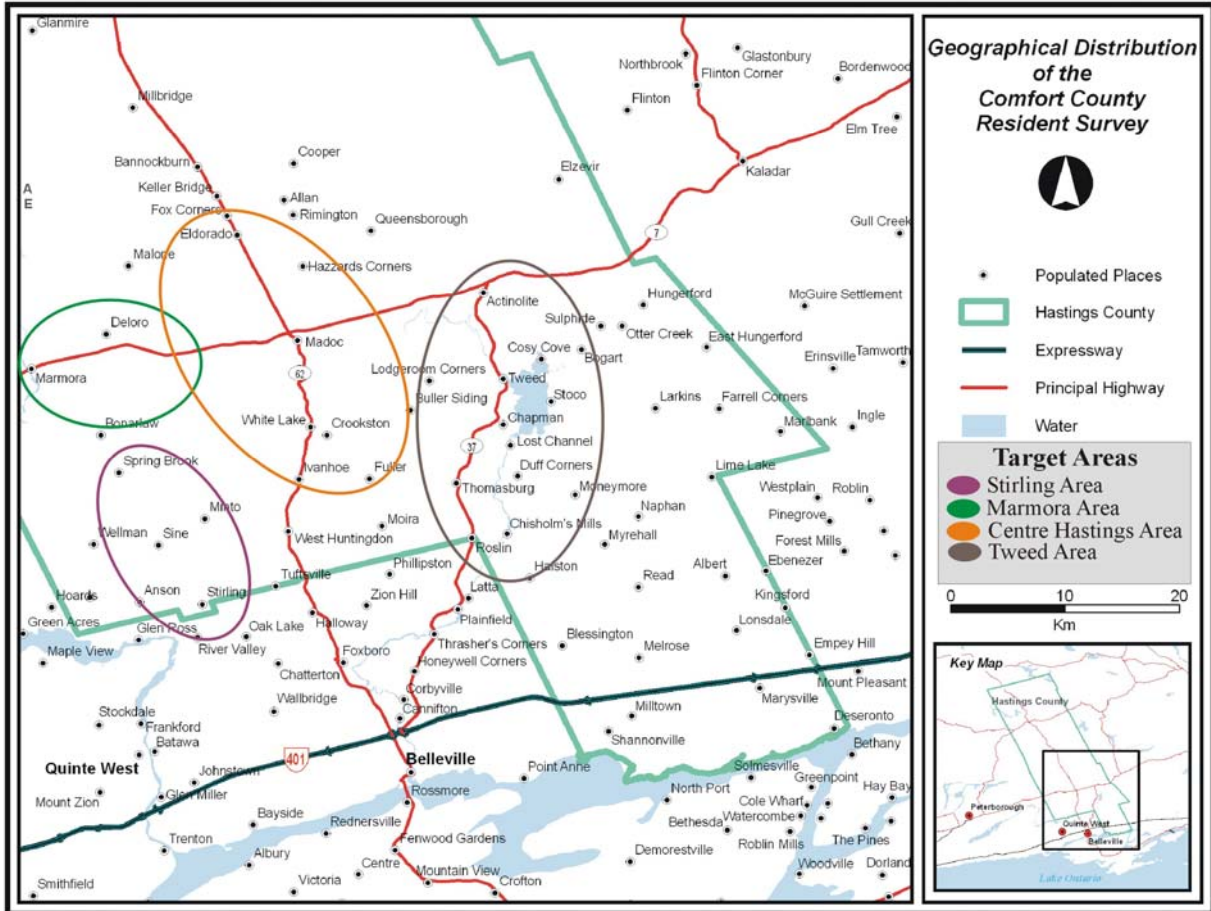
The resident survey was prepared using guidelines provided by the *Rues Principales* and the *Main Street* programs. Survey questions were developed by modifying resident and consumer surveys already in existence, as well as by creating new questions that addressed issues unique to communities in the 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 %, 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	10.5%	303	+/- 5.30%
Marmora	7.7%	159	+/- 7.52%
Stirling	8.5%	243	+/- 5.88%
Tweed	8.9%	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

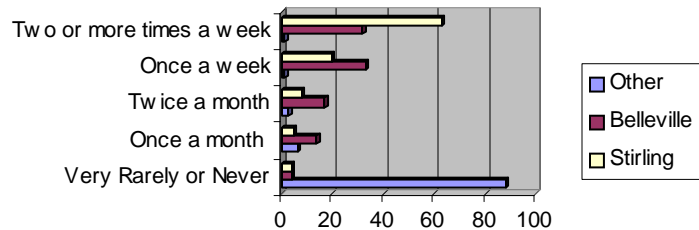
Community Results & Analysis: Stirling

Shopping Frequency & Location

Residents of the Stirling area are shopping in their hometown on a regular basis. Over 80% of residents visit the Stirling downtown once a week or more. The second most visited location is Belleville – 65% of residents shop in Belleville once a week or more. As residents of Stirling aged, they tended to visit Belleville much less frequently. The frequency with which residents visited Stirling however does not depend on age. As residents of the Stirling area live further from downtown, they shop in Stirling much less frequently.

Shopping Frequency in Most Visited Areas

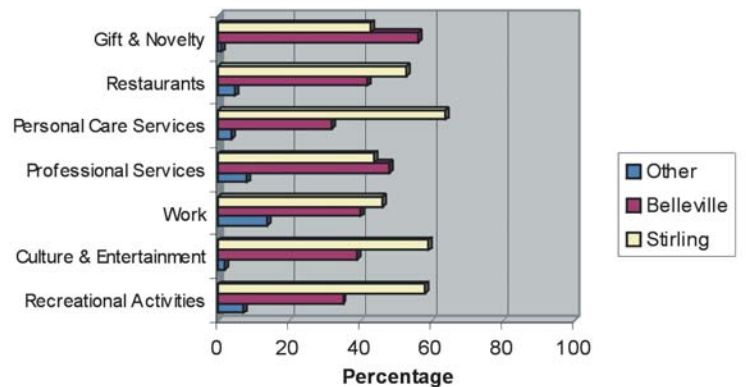
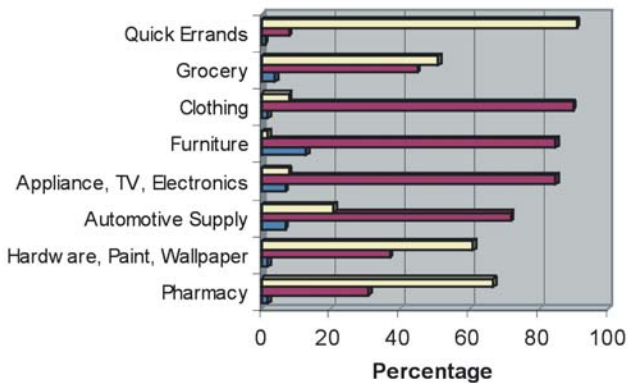
>Question: How often do you shop at the following locations?



An overwhelming majority of Stirling residents shop in their hometown for quick errands. Stirling also serves as the destination to purchase groceries, hardware, pharmacy goods, and personal care services for the majority of its residents. Respondents shop elsewhere for the majority of purchases in the categories of: clothing; furniture; appliance & electronics; and, automotive supply.

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

Shopping Location by Type of Product/Service

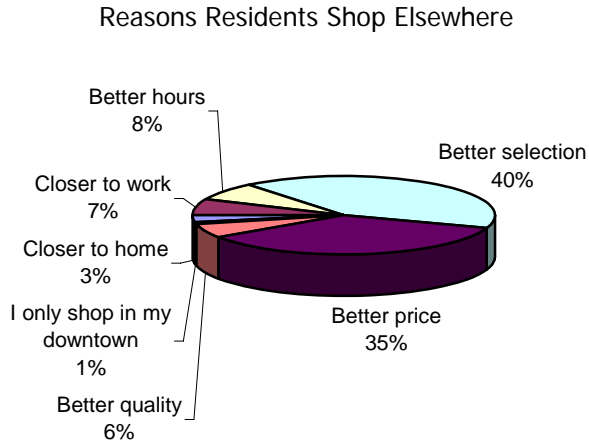


Interestingly, older residents visit the pharmacy located in Stirling more frequently than younger residents. Comparatively, younger residents visit Belleville pharmacies more often than older residents of Stirling. Likewise, retired residents visit Stirling more often for grocery shopping and pharmaceutical goods than non-retired residents. Retired residents visit Belleville less frequently for the same products than non-retired residents. As residents live further from the Stirling downtown, they visit the pharmacy and grocery store in Stirling less often.

Why Go Elsewhere?

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

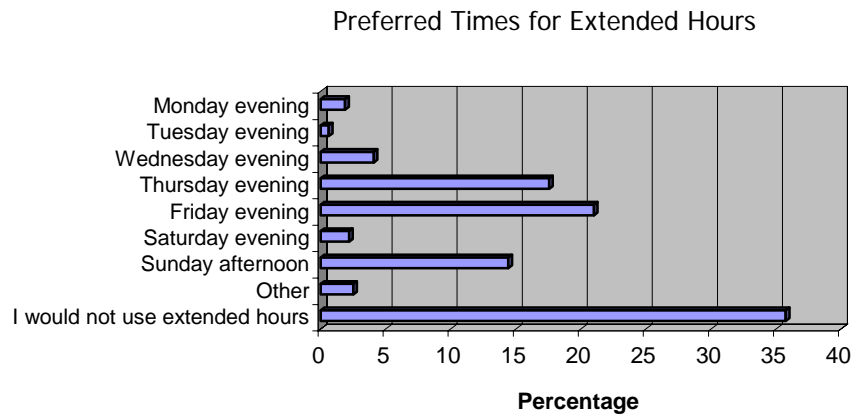
>Question: When you shop in a location other than in your community's downtown, what are the two main reasons why?



Extended Hours

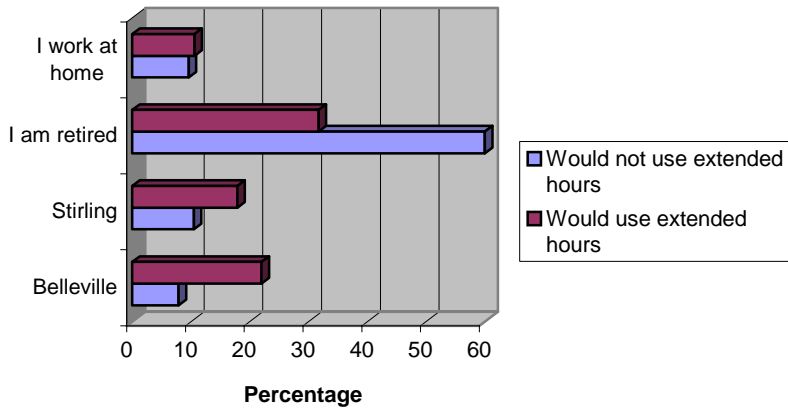
Stirling residents provided their preferences relating to extended store hours in the community. 36% of residents stated that they would not use extended hours. 18% of residents would use extended hours if offered Thursday evening, 21% of residents would use extended hours Friday evening, and 14% would use extended hours Sunday afternoon.

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

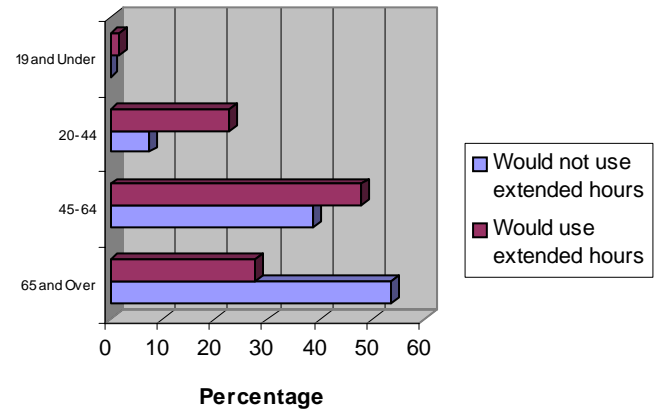


When studying those individuals that stated that they would not use extended hours, it was interesting to note their workplace locations. Individuals that worked in Belleville were more likely to use extended hours, as were those that worked in Stirling. Not surprisingly, retired individuals were less likely to make use of extended hours. Correspondingly, individuals over 65 were less likely to use extended hours than younger individuals – especially those under the age of 44.

Use of Extended Hours – Workplace Location



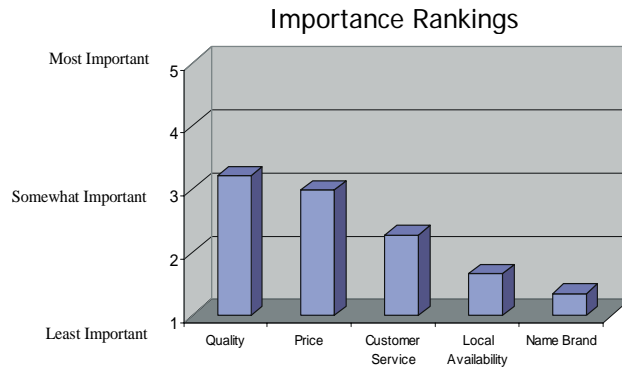
Use of Extended Hours – Age



Importance Rankings

Overall, the quality and price of a good are the two factors residents consider most when making their purchasing decisions. Residents of the Stirling area place little value on the name brand of goods they purchase.

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

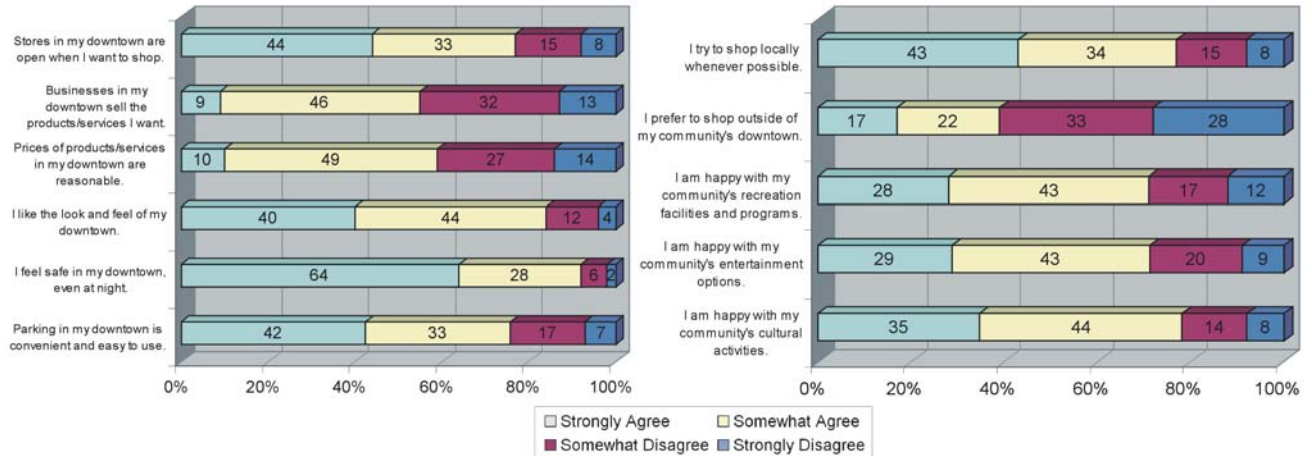


General Opinions

In general, residents agree that stores downtown are open when they want to shop. Citizens also consider Stirling's downtown to be safe, and they 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 Stirling still has an opportunity to improve the selection and price of products and services offered.

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

Resident Opinions



Upon further analysis of each opinion, it is important to note some trends. Older individuals replied that they were more satisfied with Stirling's recreation facilities, its entertainment options and its cultural activities than individuals that were of a younger age.

Market Gaps

Stirling residents provided open-ended feedback as to what new retailers or service providers they feel are needed in their community. 23% of residents stated that they would like to see a clothing retailer in the downtown, and 14% would like an additional grocery store in the Stirling community. Also strongly desired was an additional restaurant and dining option, as 7% of all survey respondents indicated this service would be a good addition to the community.