

APPENDIX E
Resident Survey
Final Report

October 2005

TWEED 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.

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		
Stirling Area	Stirling & Rural Routes	KOK 3E0	2693
	Springbrook & Rural Routes	KOK 3C0	180
	Total - Stirling		
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.

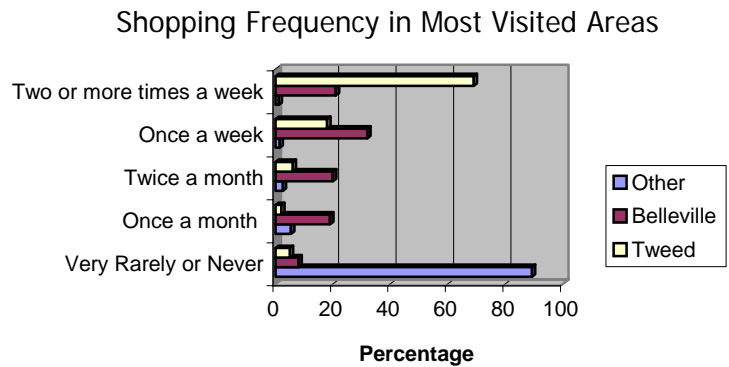
¹ www.websurveyor.com/pdf/webvsmail.pdf

Community Results & Analysis: Tweed

Shopping Frequency & Location

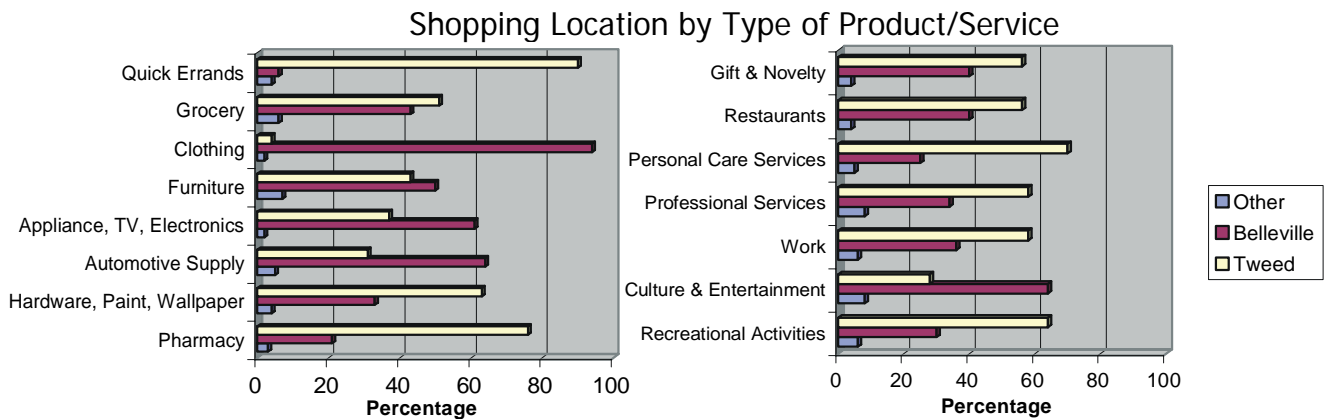
Residents of the Tweed area are shopping in their hometown on a regular basis. Over 85% of residents visit the Tweed downtown once a week or more. The second most visited location is Belleville – 50% of Tweed residents shop in Belleville once a week or more. A trend that was noted upon detailed analysis of resident responses was that individuals living further away from Tweed visited its downtown less frequently. The frequency of visits to Belleville was unaffected by the distance of an individual's household from Tweed.

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



An overwhelming majority of Tweed residents shop in their hometown for quick errands. Groceries are either purchased in Tweed or in Belleville. For clothing purchases, as well as furniture, appliance, electronics and automotive supply, respondents travel primarily to other communities. The difference between the shopping habits of retired and non-retired persons should again be noted. After a comparison, it was found that retired and older individuals shop much more often in Tweed for pharmacy goods (84%) than Belleville (14%) than those people that are younger and not retired. Non-retired individuals used the Tweed pharmacy for pharmacy purchases 68% of the time, compared to that in Belleville which was used for 27% of purchases.

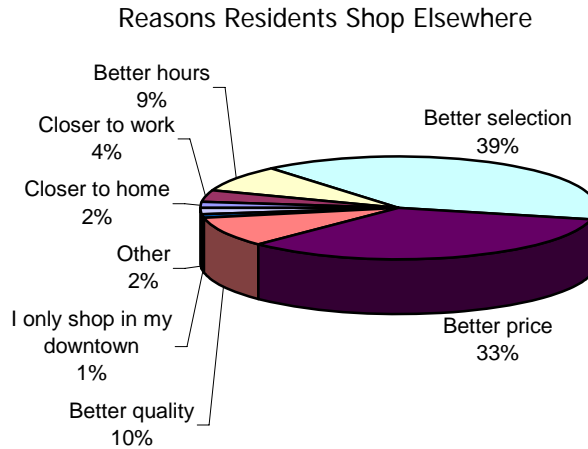
>Question: Where do you travel to for the majority of the following?



Why Go Elsewhere?

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

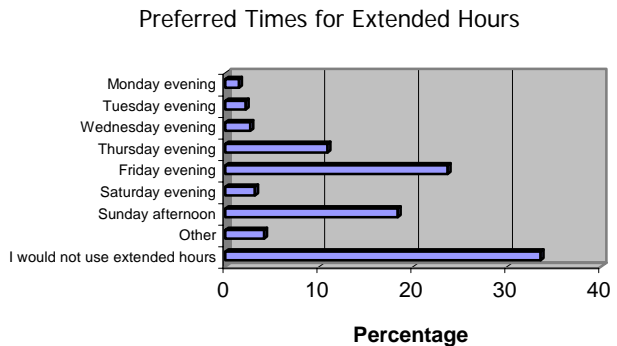
>Question: When you shop in a location other than in your community's downtown, what are the two main reasons why?



Extended Hours

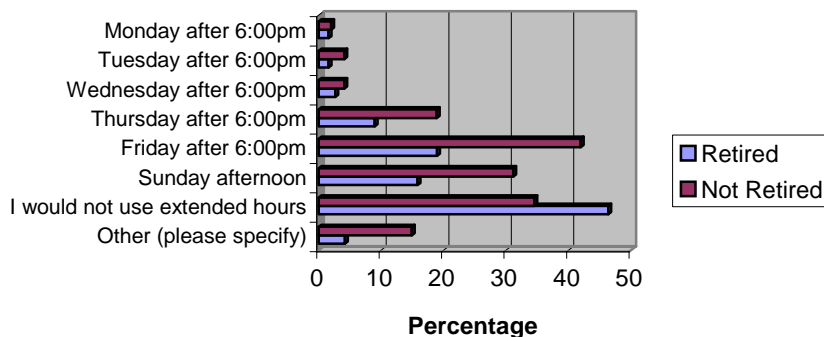
Tweed residents provided their preferences relating to extended store hours in the community. 34% of residents stated that they would not use extended hours. 24% of residents would use extended hours Friday evening, and 18% would use extended hours Sunday afternoon.

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



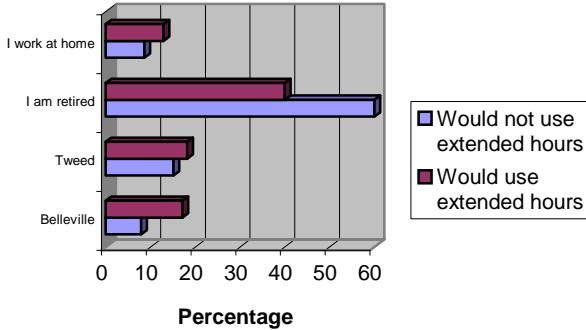
It is important to consider the lifestyles of those people who provided opinions on extended hours in the community. Individuals that are retired stated they would be less likely to use extended hours than those people who are not retired. Furthermore, the non-retired community greatly preferred extended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

Preferred Times for Extended Hours – Retired/Not

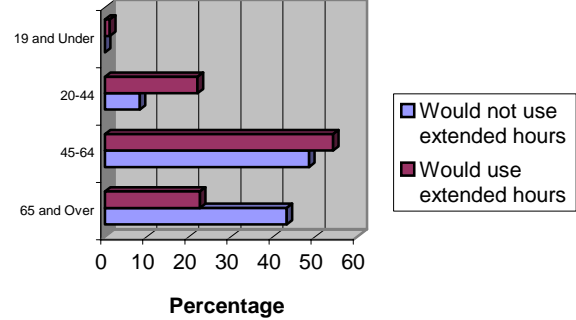


When studying those individuals that stated that they would not use extended hours, it was interesting to note the location in which they work. Individuals that worked at home were more likely to use extended hours, as were those that worked in Belleville. Not surprisingly, retired individuals were less 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

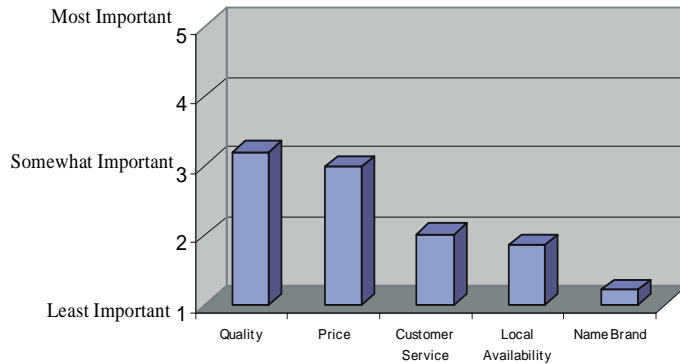


Importance Rankings

On the whole, the quality and price of a good are the two most important factors to residents when making purchasing decisions. Of a lesser importance is the name brand of a product.

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

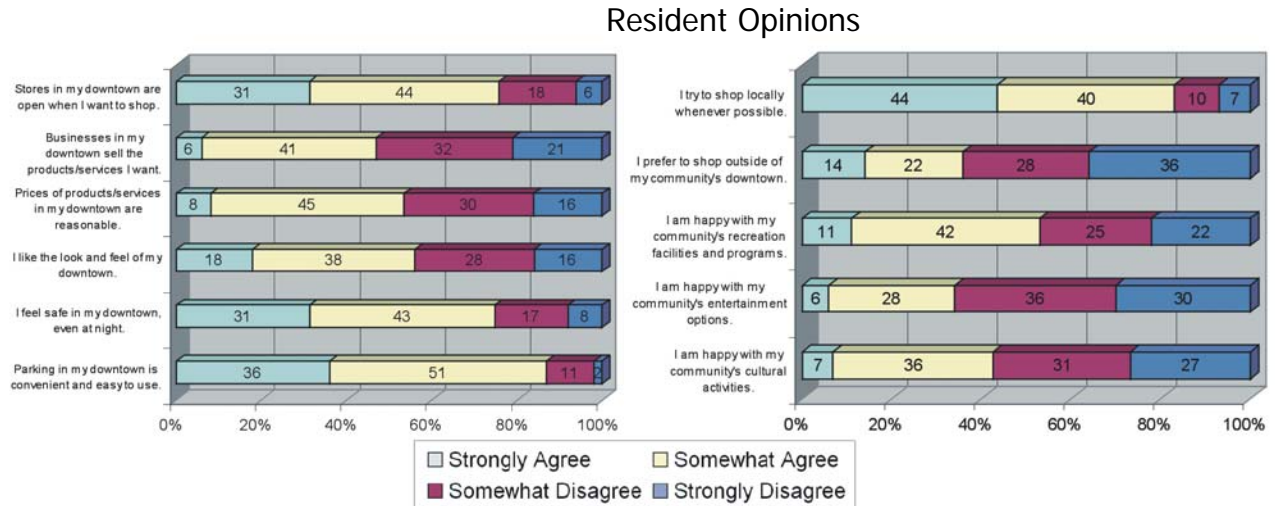
Importance Rankings



General Opinions

In general, Tweed residents agree that stores downtown are open when they want to shop. The Tweed downtown is considered to be safe, and residents also agree that parking downtown is convenient to use. People living in Tweed try to shop locally whenever possible, however the town still has an opportunity to improve its entertainment and cultural activities.

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



Upon further analysis of each opinion, it is important to note some trends. Older individuals replied that they were more satisfied with Tweed's recreation facilities, its entertainment options and its cultural activities than individuals that were of a younger age. Furthermore, individuals that agreed that they were happy with their community's entertainment options tended to have household incomes of approximately \$10,000 less than those individuals that indicated they were not happy with Tweed's entertainment options.

Market Gaps

Tweed residents provided open-ended feedback as to what new retailers or service providers they feel are needed in their community. 60% of residents stated that they would like to see a clothing retailer in the downtown, and 32% would like an additional grocery store in the Tweed community. As detailed earlier, the residents of Tweed place a strong value on the price of a product. It is likely for this reason, that 29% of citizens wish there were “discount” retailers in their community – either for groceries (9% of all respondents) or for clothing (23% of all respondents). Other retailers that Tweed residents would like to see added to their community included a department store (10% of all respondents) and a restaurant (5% of all respondents).