

STRATEGIC PLANNING QUESTIONNAIRE

Phase one of the strategic planning process is now complete. The community public meetings were held over the past month and the sector sub-committees have completed their orientation. The next step involves a full mail out to all property owners of the enclosed strategic planning questionnaire. I recognize that the contents are somewhat lengthy but ask for your commitment to take the time necessary to complete the questionnaire. We are requesting return of the responses no later than **JANUARY 31, 2002**. It is very important that a large percentage of the recipients respond. The responses will be handled with utmost confidentiality, with the summarized results going to the sub-committees for action plan development. *Barb Fisher*

GENERAL

Are you: a permanent resident a seasonal resident

List 3 - 5 words you use to describe your community to other people:

_____, _____, _____, _____, _____

COMMUNITY

What do you value most about living in your municipality?

Identify what you feel are the three most important issues facing your municipality?

1. _____
2. _____
3. _____

Does the community have all the basic services your family needs (i.e. roads, water, sewer, health, recreation)?

Yes No

If no, what is missing and where? _____

Of the list below, identify and rank the top 5 choices (1,2,3,4,5) that your community should focus on:

- | | | | |
|--|--|--|---|
| <input type="checkbox"/> Nursing Homes | <input type="checkbox"/> Child Care | <input type="checkbox"/> Senior Programs | <input type="checkbox"/> Police |
| <input type="checkbox"/> Health Clinic | <input type="checkbox"/> Fire | <input type="checkbox"/> Family Programs | <input type="checkbox"/> Library |
| <input type="checkbox"/> Continuing Education | <input type="checkbox"/> Recreation | <input type="checkbox"/> Entertainment/leisure | <input type="checkbox"/> Affordable Housing |
| <input type="checkbox"/> Environmental Protection/Services | <input type="checkbox"/> Home-based business | <input type="checkbox"/> Shopping facilities | |
| <input type="checkbox"/> Technology and telecommunications | <input type="checkbox"/> Tourism and hospitality | <input type="checkbox"/> Transportation | |
| <input type="checkbox"/> Airport development | <input type="checkbox"/> Waste management services | <input type="checkbox"/> Land use planning | |

Other (please specify) _____

Rank your top three choices in order of preference with 1 being most important:

- | | | | |
|---|---|--|---------------------------------------|
| <input type="checkbox"/> Youth Programs | <input type="checkbox"/> Art Centre | <input type="checkbox"/> Teen Programs | <input type="checkbox"/> Museum |
| <input type="checkbox"/> Adult Retraining | <input type="checkbox"/> Other Recreation | <input type="checkbox"/> Nature Centre | <input type="checkbox"/> Parks/Trails |

Other (please specify) _____

If training for adults was offered/expanded in your community, what courses would you be interested in attending?

_____, _____, _____ or _____ none

Do you feel relatively safe and secure in your community (Please Circle) Yes No

What can be done to improve security in your community?

The municipality is looking to develop new events, attractions and themes. Do you have any ideas and suggestions?

What are the municipality's greatest:

Assets?

Liabilities?

TOURISM

What are the 3 major tourism strengths in the area?
_____, _____, _____

What 3 major weaknesses exist in the local tourism industry?
_____, _____, _____

Identify 2 specific potential tourism activities/businesses.

The following are involved in providing tourism services and/or promotion. Indicate your satisfaction with the services provided and the promotion undertaken by each of the following:

	Services		Promotion	
National Park	___ Satisfied	___ Dissatisfied	___ Satisfied	___ Dissatisfied
Provincial Parks	___ Satisfied	___ Dissatisfied	___ Satisfied	___ Dissatisfied
Conservation Authority	___ Satisfied	___ Dissatisfied	___ Satisfied	___ Dissatisfied
Niagara Escarpment Commission	___ Satisfied	___ Dissatisfied	___ Satisfied	___ Dissatisfied
Chi Cheemaun Ferry	___ Satisfied	___ Dissatisfied	___ Satisfied	___ Dissatisfied

If dissatisfied, what improvements would you suggest?

YOUTH

Is there concern with youth leaving the community to seek employment? ___ Yes ___ No

If yes, do you have solutions to suggest?

Do you believe that youth unemployment is a problem in the community? ___ Yes ___ No

If yes, do you have suggested solutions?

What training should be available to youth in the area?

The following issues related to youth are concerns to the community:

- | | | | |
|------------------------------------|----------------|-------------------------------------|----------------|
| a) Youth on the street (loitering) | ___ Yes ___ No | f) Theft | ___ Yes ___ No |
| b) Drug abuse | ___ Yes ___ No | g) Domestic violence | ___ Yes ___ No |
| c) Alcohol abuse | ___ Yes ___ No | h) Violence against others by youth | ___ Yes ___ No |
| d) Homelessness | ___ Yes ___ No | i) Pregnancy | ___ Yes ___ No |
| e) Mischief | ___ Yes ___ No | j) Other: _____ | ___ Yes ___ No |

Are there gaps in services and programs for youth? ___ Yes ___ No

If yes, indicate what the gaps are and suggested solutions:

Gaps

Solutions

SENIORS

Are you retired? ___ Yes ___ No If not, do you plan on retiring here? ___ Yes ___ No

What would make the community an easier place in which to retire?

THE TOWN OF SOUTH BRUCE PENINSULA – QUESTIONNAIRE RESULTS

GENERAL

Are you:

Permanent		Seasonal		No Response		Total
530	48.98%	552	51.02%	0	0.00%	1082

(See note 1)

COMMUNITY

Does the community have all the basic services your family needs (i.e. roads, water, sewer, health, recreation)?

Yes		No		No Response		Total
493	45.56%	520	48.06%	69	6.38%	1082

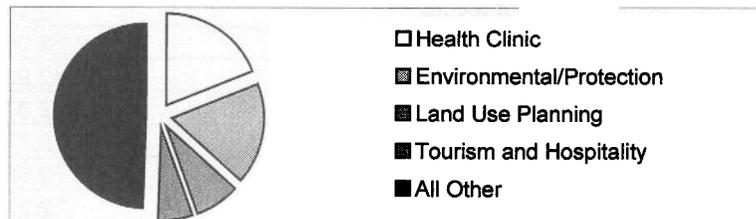
(See note 1)

Of the list below, identify and rank the top 5 choices (1,2,3,4,5) that your community should focus on: (Only the top three choices have been charted)

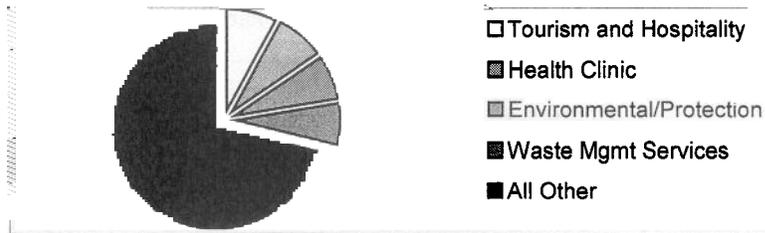
First Choice

Health Clinic	18.76%
Environmental Protection/Services	18.67%
Land Use Planning	7.49%
Tourism and hospitality	6.28%
Waste Mgmt Services	6.01%
Police	4.44%
Fire	3.05%
Nursing Homes	2.22%
Senior Programs	2.22%
Shopping Facilities	1.94%
Family Programs	1.48%
Continuing Education	1.39%
Recreation Centre	1.29%
Entertainment/Leisure	1.20%
Affordable Housing	1.20%
Technology and telecommunications	1.20%
Library	0.74%
Home Based Business	0.65%
Transportation	0.65%
Child Care	0.46%
Airport Development	0.46%

(See note 2)



THE TOWN OF SOUTH BRUCE PENINSULA – QUESTIONNAIRE RESULTS



Other choices the community should focus on not listed on previous charts:

Water/Sewer Infrastructure	24.48%
Health/Hospital	7.47%
Garbage Disposal/Recycling	5.81%
Recreation/Activities	5.81%
Seniors	5.39%
Education/Schools	4.98%
Roads	4.98%
Business/Shopping	4.56%
Tourism/Eco	4.15%
Planning/Zoning	3.73%
Employment/Jobs	2.90%
Environment	2.90%
Transportation/Airport	1.66%
Youth Programs	1.66%
Agriculture	0.00%
Bear Management	0.00%
Police/Fire/Emergency	0.00%
Other	19.50%
(241 valid responses – see note 3)	

Rank your top three choices in order of preference with 1 being most important:

First Choice		Second Choice		Third Choice	
Parks/Trails	31.15%	Parks/Trails	14.88%	Other Recreation	13.96%
Youth Programs	15.25%	Teen Programs	14.33%	Nature Centre	10.35%
Teen Programs	11.46%	Nature Centre	13.59%	Parks/Trails	9.70%
Nature Centre	6.84%	Youth Programs	12.29%	Youth Programs	9.15%
Adult Training	6.47%	Other Recreation	8.69%	Adult Training	8.78%
Other Recreation	5.55%	Adult Training	6.75%	Teen Programs	8.13%
Art Centre	1.66%	Museum	3.05%	Museum	5.27%
Museum	1.57%	Art Centre	2.59%	Art Centre	4.25%

(See note 2)

THE TOWN OF SOUTH BRUCE PENINSULA – QUESTIONNAIRE RESULTS

The municipality is looking to develop new events, attractions and themes. Do you have any ideas and suggestions?

Events	32.17%
Recreational	10.43%
Services	10.22%
Tourism-Promotions	5.65%
Nature	5.43%
Festivals	4.57%
Theatre	3.91%
Events – Competitive	2.83%
Trails	2.61%
Boat Tours	2.17%
Sailing	1.52%
Theme Parks	1.52%
Arts Centre	1.30%
Casino	1.30%
Bruce Trail	0.65%
Museums	0.65%
Farmers Market	0.43%
Native	0.43%
Garden Tours	0.00%
Other	12.17%
(460 valid responses – see note 3)	

NATURAL ENVIRONMENT

Do you feel the natural environment in the community is healthy, clean and accessible?

Yes		No		Nil		Total
757	69.96%	206	19.04%	119	11.00%	1082

(See note 1)

If 'YES' what (if anything) should be done to maintain or enhance the environmental quality?

Environmental Monitoring/Enforcement	23.19%
Planning and Development	18.95%
Re-cycling/Garbage	11.49%
Sewer/Septic	11.29%
Water Quality	8.47%
Controlled Land Use	4.64%
Monitoring Policies/Practices	4.23%
Environmental Protection	4.03%
Beach Clean-Up	2.62%
Public Education	2.42%
Forest Management	1.81%
Good Farm Practices	1.81%
Noise Pollution	0.20%
Other	4.84%
(496 valid responses – see note 3)	

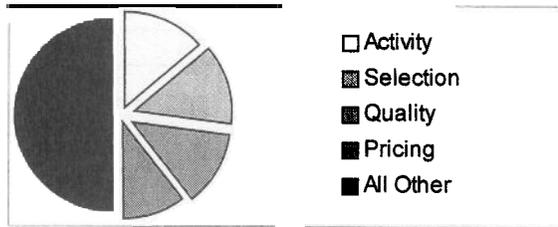
THE TOWN OF SOUTH BRUCE PENINSULA – QUESTIONNAIRE RESULTS

List up to four new stores, businesses, or types of products or services you would like to see offered in this community:

Grocery Store	10.49%
Restaurants	10.00%
Large Department Store	7.90%
Clothing	6.01%
Hardware/Canadian Tire	5.66%
Movies/Theatre	4.83%
Recreational/Sporting Related	3.92%
Coffee Shop	3.36%
Laundromat	2.73%
Department Store	2.24%
Gym/fitness	2.17%
Men's Clothing	2.03%
Arts/Crafts supplier	1.89%
Fast Food	1.89%
Fresh Produce	1.89%
Gas Station/Car wash	1.61%
Accommodation	1.47%
Drug Store/Pharmacy	1.47%
Medical/Dental	1.47%
Bookstore	1.40%
Computer Shop	1.33%
Bakery	1.19%
Bar/pub	1.05%
Boating	0.98%
No more stores	0.98%
Business/office supplies	0.91%
Car Wash	0.91%
Bowling Alley	0.77%
Communication - cable/internet	0.77%
Gift/Souvenir Store/Gallery	0.70%
Shoe	0.70%
Bank/cash machine	0.63%
Furniture store	0.63%
Appliance - Sales/service	0.56%
Outfitter	0.56%
No big box stores/no malls	0.49%
Auto Repair/Parts/Sales	0.42%
Building Supplies/Lumber	0.35%
Hair salon/spa	0.28%
Library	0.28%
24 Hour – Coffee/Service/Convenience	0.21%
Antique store	0.21%
Farm related supplies/sales/service	0.21%
Liquor/Beer	0.21%
Trades people	0.21%
Attractions	0.14%
Taxi	0.00%
Other	9.93%
(1430 valid responses – see note 3)	

THE TOWN OF SOUTH BRUCE PENINSULA – QUESTIONNAIRE RESULTS

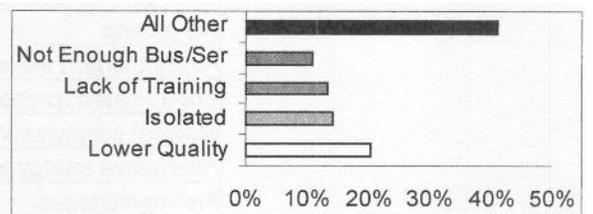
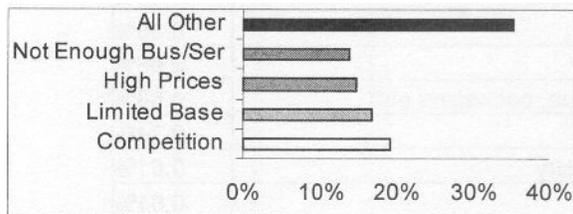
(See note 2)



Indicate whether you think the following present problems or barriers to business growth in this community:

Yes	
Competition from Owen Sound/outside	61.37%
Limited market/customer base	52.96%
High prices in local stores	47.23%
Not enough stores or services in area	43.81%
Isolated location/not a high traffic area	31.98%
Lack of municipal support for business	22.74%
Planning restrictions too stringent	22.64%
Lack of trained work force	17.93%
Quality lower than other areas	16.73%

No	
Quality lower than other areas	57.95%
Isolated location/not a high traffic area	40.02%
Lack of trained work force	37.62%
Not enough stores or services in area	30.68%
High prices in local stores	30.59%
Planning restrictions too stringent	25.79%
Limited market/customer base	23.38%
Lack of municipal support for business	18.85%
Competition from Owen Sound/outside	17.74%



(See note 2)

THE TOWN OF SOUTH BRUCE PENINSULA – QUESTIONNAIRE RESULTS

What three major strengths and opportunities exist within the agricultural sector?

Strengths	
Quality & Availability of good lands	13.76%
Cost/Price of land	12.54%
Level of current farming activity	11.31%
Natural Attribute	11.31%
Specialty products available	10.09%
Family farming	7.03%
Garden Markets	6.73%
Experience of farmers/workers	4.59%
Product Reputation	3.67%
Sense of 'community'	3.67%
Quarries	1.22%
Tourism	1.22%
Organic/natural products	0.00%
Other	12.84%
(327 valid responses – see note 3)	

Opportunities	
Product/Activity specialty opportunities	22.04%
Organic farms or farm market	10.22%
Fishing/Aquaculture	12.37%
Farm Market/Gardens	0.54%
Agri-Tourism	13.44%
Agri-Processing/Diversification	19.89%
**Other	21.51%
(186 valid responses – see note 3)	

What three major weaknesses and suggested solutions exist within the agricultural sector?

Weaknesses	
Marginal Soil	16.31%
Farm Waste Management (Drainage)	15.08%
Non-Competitive	13.85%
Distance from market	8.62%
Lack of Farm Support	8.00%
Farm Succession	6.15%
Land availability	4.62%
Seasonality	2.77%
Forest management	0.00%
**Other	24.62%
(325 valid responses – see note 3)	

Solutions	
Gov't grants and incentives for small farms	22.75%
Develop environmental protection measures	20.36%
Diversify farm to include other agri-businesses	7.78%
Agri-processing to value-add	7.19%
Develop Farm Markets/Co-ops	7.19%
By-Law review and changes	4.79%
Maintain Family Farms	3.59%
Ban 'factory farms'	2.40%
Specialized products/produce	2.40%

THE TOWN OF SOUTH BRUCE PENINSULA – QUESTIONNAIRE RESULTS

The following are involved in providing tourism services and/or promotion. Indicate your satisfaction with the services provided and the promotion undertaken by each of the following:

Tourism Services	Satisfied	Dissatisfied
Chi Cheemaun Ferry	92.81%	7.19%
Provincial Parks	90.74%	9.26%
National Park	89.29%	10.71%
Conservation Authority	78.11%	21.89%
Niagara Escarpment Auth	68.31%	31.69%

(See note 2)

Tourism Promotion	Satisfied	Dissatisfied
Chi Cheemaun Ferry	86.42%	13.58%
Provincial Parks	75.35%	24.65%
National Park	71.05%	28.95%
Conservation Authority	62.26%	37.74%
Niagara Escarpment Auth	55.31%	44.69%

(See note 2)

If dissatisfied, what improvements would you suggest?

Advertising/Promotion/Communication	39.59%
Parks	10.26%
Ferry operations (price, schedule)	9.68%
NEC Comments	8.80%
Conservation Authority Comments	5.87%
More information	4.99%
Other	20.82%
(341 valid responses – see note 3)	

THE TOWN OF SOUTH BRUCE PENINSULA – QUESTIONNAIRE RESULTS

What training should be available to youth in the area?

Trades & Tech	29.15%
Job Skills/Life Skills	15.50%
Post Secondary	10.70%
Tourism, Environment, Outdoor	10.70%
Computer	7.75%
Co-op Placements	7.75%
Business & Entrepreneurship	7.38%
Keep High school	7.38%
Other	3.69%
(271 valid responses – see note 3)	

The following issues related to youth are concerns to the community:

Yes	
Mischief	51.76%
Alcohol Abuse	49.17%
Theft	45.66%
Drug Abuse	43.62%
Youth on street (littering)	42.42%
Violence Against Others by Youth	26.62%
Pregnancy	25.79%
Domestic Violence	21.26%
Homelessness	12.66%

(See note 2)

No	
Homelessness	32.44%
Domestic Violence	21.16%
Violence Against Others by Youth	20.70%
Youth on street (littering)	19.59%
Pregnancy	17.38%
Theft	12.29%
Drug Abuse	11.74%
Mischief	10.07%
Alcohol Abuse	9.06%

(See note 2)

Are there gaps in services and programs for youth?

Yes		No		Nil		Total	
315	29.11%	69	6.38%	698	64.51%	384	35.49%

(See note 1)

THE TOWN OF SOUTH BRUCE PENINSULA – QUESTIONNAIRE RESULTS

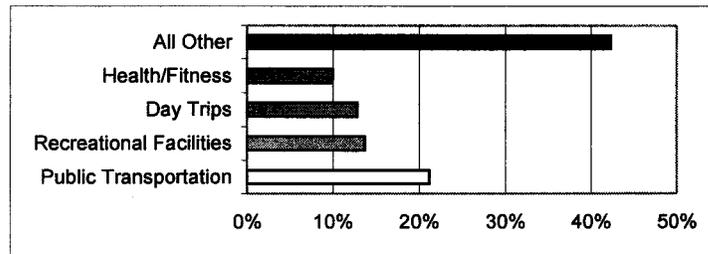
No	
Public Transportation	52.59%
Day Trips	26.62%
Recreation Activities / Prgms	23.94%
Housing Available	23.57%
Housing (seniors) Affordable	18.67%
Housing Accessible	16.36%

No Response	
Housing Accessible	58.23%
Housing (seniors) Affordable	57.58%
Housing Available	57.58%
Day Trips	55.08%
Recreation Activities/Prgms	47.04%
Public Transportation	41.68%

(See note 1)

What programs and services for seniors should be explored?

Public Transportation (bus etc)	21.16%
Recreational facilities	13.69%
Day Trips	12.86%
Health/Fitness/Exercise programs	9.96%
Training (e.g. computer, other)	5.81%
Arts/Crafts	0.00%
Other	36.51%
(241 valid responses – see note 3)	



Are seniors actively recruited to help with the following?

Yes	
Volunteers - Not for Profits	30.50%
Volunteers on Municipal Comm.	19.50%
Youth mentorship	7.86%
Business Mentorship Prgms	3.70%

No	
Business Mentorship Prgms	25.14%
Youth mentorship	23.11%
Volunteers on Municipal Comm.	15.25%
Volunteers - Not for Profits	9.33%

No Response	
Business Mentorship Prgms	71.16%
Youth mentorship	69.04%
Volunteers on Municipal Comm.	65.25%
Volunteers - Not for Profits	60.17%

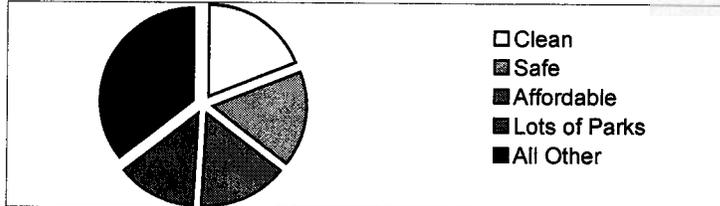
(See note 1)

THE TOWN OF SOUTH BRUCE PENINSULA – QUESTIONNAIRE RESULTS

Third Choice

Clean	14.14%
Safe	12.29%
Affordable place to live	11.55%
Lots of parks and open spaces	9.98%
Close to amenities	9.52%
Close-knit/high community spirit	8.13%
Access to arts/culture	3.60%
High employment level	2.96%
Access to high tech. / comm. infrastructure	2.40%

(See note 2)

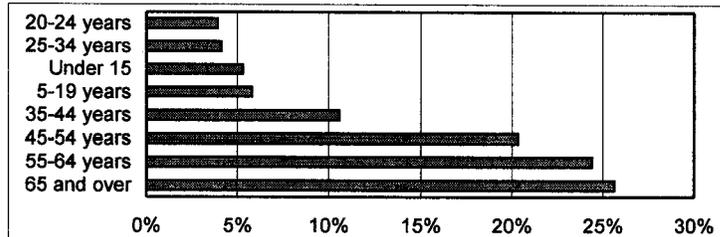


TELL US ABOUT YOURSELF

Indicate how many individuals in each age category live in your home:

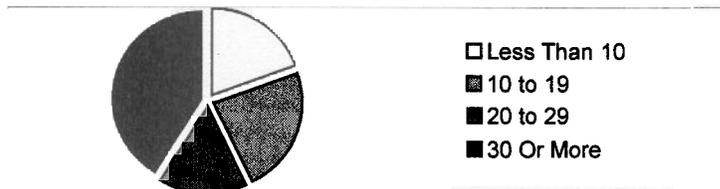
65 and over	25.63%
55-64 years	24.40%
45-54 years	20.36%
35-44 years	10.56%
5-19 years	5.76%
Under 15 years	5.28%
25-34 years	4.11%
20-24 years	3.91%

(See note 2)



How long have you been a resident of the community?

Average:	24.38	years	(909 respondents)
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NATURAL ENVIRONMENT

Do you feel the natural environment in the community is healthy, clean and accessible? Yes No

If 'NO' what are your concerns:

If 'YES' what (if anything) should be done to maintain or enhance the environmental quality?

SMALL BUSINESS /INDUSTRY/AGRICULTURE

In which community do you shop most regularly? ___ Your municipality ___ Owen Sound ___ Other

What 3 items do you purchase most often outside of your municipality?

List up to four new stores, businesses, or types of products or services you would like to see offered in this community:

How would you rate the following as they apply to your local business community, ranking 1 as very good and 5 as very poor?

Table with 10 rows (a-j) and 5 columns (1-5) for rating various business community factors.

Indicate whether you think the following present problems or barriers to business growth in this community:

Table with 10 rows (a-j) and 4 columns for response options: Yes, No, Don't Know, Not Applicable.

What type of new industries could be attracted to your municipality?

What three major strengths and opportunities exist within the agricultural sector?

Strengths

Opportunities

What three major weaknesses and suggested solutions exist within the agricultural sector?

Weaknesses

Solutions

Is "Family Farm Succession Planning" a high priority? ___ Yes ___ No

THE TOWN OF SOUTH BRUCE PENINSULA – QUESTIONNAIRE RESULTS

Second Choice

Environmental Protection/Services	10.44%
Health Clinic	9.24%
Land Use Planning	8.60%
Waste Mgmt Services	7.39%
Tourism and hospitality	6.65%
Fire	6.38%
Police	5.64%
Recreation Centre	2.77%
Continuing Education	2.59%
Nursing Homes	2.50%
Senior Programs	2.40%
Transportation	2.40%
Shopping Facilities	2.31%
Family Programs	2.22%
Affordable Housing	1.85%
Technology and telecommunications	1.66%
Library	1.57%
Entertainment/Leisure	1.57%
Child Care	1.11%
Home Based Business	1.11%
Airport Development	0.37%

(See note 2)



Third Choice

Tourism and hospitality	7.86%
Health Clinic	7.30%
Environmental Protection/Services	7.02%
Waste Mgmt Services	6.84%
Police	6.75%
Land Use Planning	6.47%
Fire	4.99%
Shopping Facilities	4.71%
Entertainment/Leisure	3.14%
Senior Programs	3.05%
Nursing Homes	2.96%
Recreation Centre	2.87%
Continuing Education	2.77%
Family Programs	2.68%
Transportation	2.22%
Library	2.13%
Affordable Housing	2.03%
Technology and telecommunications	1.48%
Airport Development	1.39%
Home Based Business	1.20%
Child Care	0.83%

(See note 2)

THE TOWN OF SOUTH BRUCE PENINSULA – QUESTIONNAIRE RESULTS

Additional comments regarding top preferences not charted above:

Recreation Facilities	17.44%
Recreation Activities	11.05%
Environment - water, sewage	9.30%
Seniors - Care, housing	9.30%
Education/Schools	6.98%
Trails	6.40%
Art & Culture	5.81%
Boating Facilities (Harbours)	4.07%
Hospital/Doctor Services	4.07%
Youth	4.07%
Tourism	2.91%
Emergency Services- Police, Fire, Ambulance	2.33%
Roads	0.58%
Other	15.70%
(172 valid responses – see note 3)	

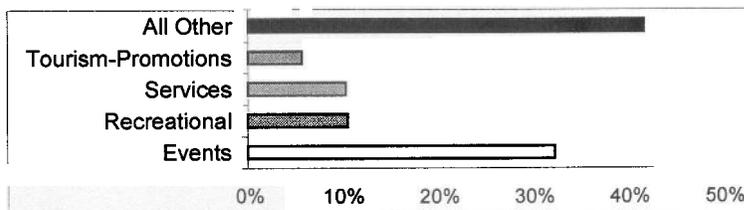
Do you feel relatively safe and secure in your community?

Yes		No		Nil		Total
979	90.48%	45	4.16%	58	5.36%	1082

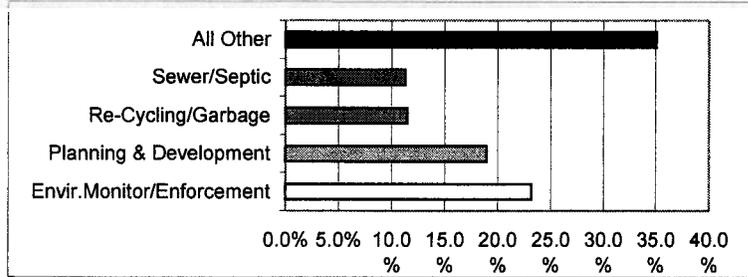
(See note 1)

What can be done to improve security in your community?

Police Services	53.22%
Neighbourhood Watch	13.91%
Street lighting	7.65%
Youth	5.57%
Cottage Watch/Security	3.83%
Emergency services	1.74%
Public Education	1.22%
Bear Control	0.87%
Weapons	0.35%
Owner Property responsibilities	0.17%
Other	11.48%
(575 valid responses – see note 3)	



THE TOWN OF SOUTH BRUCE PENINSULA – QUESTIONNAIRE RESULTS



SMALL BUSINESS /INDUSTRY/AGRICULTURE

In which community do you shop most regularly?

Your municipality	659	60.91%
Owen Sound	403	37.25%
Other	82	7.58%

(See note 1)

What 3 items do you purchase most often outside of your municipality?

Clothing/Footwear	23.15%
Groceries/Food	20.47%
Auto Repairs & Services	7.24%
Large Appliances/Furniture	6.89%
Appliances	4.00%
Hardware	3.90%
Auto Purchases	3.24%
Building Materials/Products	3.09%
Recreational/Leisure/Sporting Goods	3.09%
Restaurants	2.43%
Household Items/Supplies	2.03%
Furnishings	1.98%
Electronics	1.82%
Office Supplies	1.32%
Fresh Produce	1.27%
Books	0.91%
Garden supplies/products	0.91%
Alcohol/Beer	0.71%
Bulk Items	0.56%
Art and Crafts Supplies	0.41%
Computers	0.35%
Drug, Health and Pharmacy Supplies	0.30%
Electrical	0.30%
Organic Foods	0.20%
Fishing Supplies	0.05%
Other	9.37%
(1974 valid responses – see note 3)	

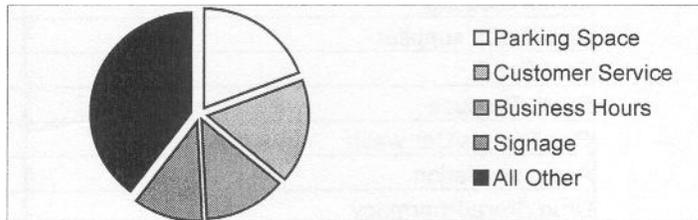
THE TOWN OF SOUTH BRUCE PENINSULA – QUESTIONNAIRE RESULTS

How would you rate the following as they apply to your local business community?

First Choice

Availability of parking space	30.13%
Customer service	26.25%
Business hours	20.61%
Highway/roadway signage	17.10%
Overall appearance/character of business area	15.06%
Appearance of storefronts	13.22%
Overall quality of goods and services available	11.65%
Overall selection of goods and services available	8.23%
The general level of business activity	7.39%
Competitive pricing of local businesses	6.56%

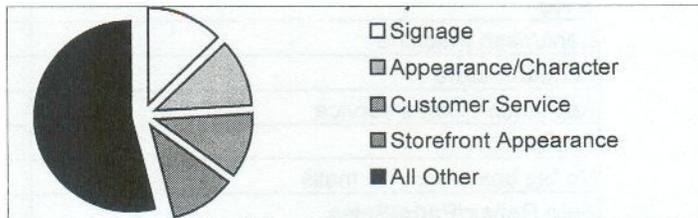
(See note 2)



Second Choice

Highway/roadway signage	35.49%
Overall appearance/character of business area	30.96%
Customer service	30.78%
Appearance of storefronts	29.76%
Overall quality of goods and services available	28.74%
Availability of parking space	28.56%
Business hours	28.00%
The general level of business activity	24.68%
Overall selection of goods and services available	20.70%
Competitive pricing of local businesses	18.48%

(See note 2)



Third Choice

The general level of business activity	41.50%
Overall selection of goods and services available	40.02%
Overall quality of goods and services available	36.14%
Competitive pricing of local businesses	30.41%
Appearance of storefronts	29.67%
Overall appearance/character of business area	27.73%
Business hours	25.32%
Highway/roadway signage	24.77%
Customer service	23.01%
Availability of parking space	19.87%

THE TOWN OF SOUTH BRUCE PENINSULA – QUESTIONNAIRE RESULTS

What type of new industries could be attracted to your municipality?

Retail industry	13.24%
Light Manufacturing	12.99%
ECO-anything/Tourism	9.80%
Food & Hospitality industry	8.82%
Recreation/Sport related	5.02%
Communications/call centres	3.19%
Boat/Marine related	2.70%
Hi-Tech	2.33%
Computer related	1.96%
Entertainment	1.84%
Senior based industry/service	1.72%
Agriculture industry	1.59%
Arts/crafts	1.59%
Educational	1.59%
Trade related	1.47%
E-Business	1.35%
Furniture/Wood products	1.35%
Quarry related	1.23%
Small clean industry (non-polluting)	1.23%
Cottage (home) businesses	1.10%
Re-cycling	0.98%
Aircraft/airport industry	0.86%
Food related (preparation, packaging etc)	0.86%
Medical supply/service	0.74%
Alternative energy industry	0.61%
Fishing/fisheries	0.61%
Transportation industry	0.49%
Construction	0.37%
Financial industry	0.12%
Golf	0.12%
Other	18.14%
(816 valid responses – see note 3)	

THE TOWN OF SOUTH BRUCE PENINSULA – QUESTIONNAIRE RESULTS

Contol Logging & Deforestation	0.00%
Research crops suitable for area	0.00%
** Other	21.56%
(167 valid responses – see note 3)	

Is “Family Farm Succession Planning” a high priority?

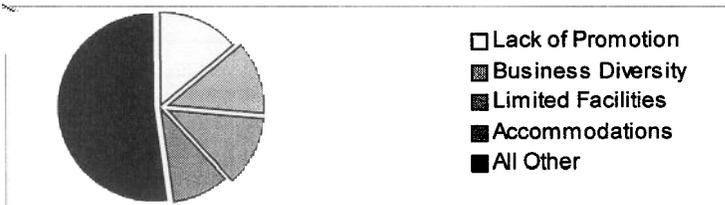
Yes		No		Nil		Total
209	19.32%	156	14.42%	717	66.27%	1082

(See note 1)

TOURISM

What 3 major weaknesses exist in the local tourism industry?

Lack of Promotion	13.88%
Business Diversity	12.87%
Limited facilities for activities	11.62%
Accommodations	9.44%
Dining/Restaurants	8.81%
Environmental issues	8.81%
Seasonality issues	8.50%
People activities	5.93%
Transportation issues	5.07%
Public Services (pol,fire,ambul.)	2.03%
Fishing/Hunting	1.33%
Roads	1.33%
Public Access to	0.78%
Too much growth	0.47%
Other	9.13%
(1282 valid responses – see note 3)	



Identify 2 specific potential tourism activities / businesses.

Recreational activities	11.80%
Boat related	11.39%
Accommodations/Resorts	9.79%
Guided Tours	8.45%
Organized events (day trips etc)	6.30%
Winter activities	6.17%
Arts/Culture	5.50%
Restaurants	5.23%
Hiking	4.02%
Eco-tourism	3.62%
Fishing related	3.08%
Golf related	2.01%
Other	22.65%
(746 valid responses – see note 3)	

THE TOWN OF SOUTH BRUCE PENINSULA – QUESTIONNAIRE RESULTS

YOUTH

Is there concern with youth leaving the community to seek employment?

Yes		No		Nil		Total	
533	49.26%	214	19.78%	335	30.96%	747	69.04%

(See note 1)

If yes, do you have solutions to suggest?

Create jobs	39.52%
Assist with new business development	9.28%
OK for youth to leave - part of growing up	7.49%
Provide year round jobs	7.49%
Keep & Improve schools/educations	7.19%
Business attraction - to create jobs	6.89%
Enhance apprenticeship & Co-op opportunities	5.39%
Incentives to support bus/gov to hire youth	4.79%
Customer Service/Tourism training	1.50%
Provide job skills/ethics training	1.50%
**Other combined suggestions	8.98%
(334 valid responses – see note 3)	

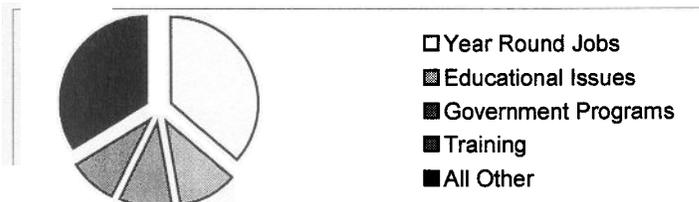
Do you believe that youth unemployment is a problem in the community?

Yes		No		Nil		Total	
466	43.07%	180	16.64%	436	40.30%	646	59.70%

(See note 1)

If yes, do you have suggested solutions?

Year round jobs	36.40%
Educational issues	10.80%
Government Programs	10.00%
Training	8.80%
Apprenticeship/Trades	5.20%
Co-op programs	4.00%
Job Fairs	4.00%
Hire Local Youth	1.60%
Wages	1.60%
Other	17.60%
(250 valid responses – see note 3)	



THE TOWN OF SOUTH BRUCE PENINSULA – QUESTIONNAIRE RESULTS

If yes, indicate what the gaps are and suggested solutions:

Gaps	
Availability of programs/activities	32.11%
Teen programs/Youth Centre	17.46%
Values and attitudes	8.45%
Education/Training	7.89%
Jobs	5.35%
Policing matters	3.10%
Youth support systems	3.10%
Remote location	1.41%
Discrimination	1.13%
Lack of community involvement	0.28%
Other	19.72%
(355 valid responses – see note 3)	

Solutions	
Recreational facilities + Programs	23.97%
Teen Activities	10.09%
Education/Training programs	8.20%
Family responsibility	7.26%
Drop in Centre	6.62%
Job creation/incentives	5.05%
Support systems	4.73%
Policing	3.47%
Volunteer programs	3.15%
Clubs/Youth groups	2.84%
Transportation availability	1.26%
Other	23.34%
(317 valid responses – see note 3)	

SENIORS

Are you retired?

Yes		No		Nil		Total	
525	48.52%	457	42.24%	100	9.24%	982	90.76%

(See note 1)

If not, do you plan on retiring here?

Yes		No		Nil		Total	
358	33.09%	175	16.17%	549	50.74%	533	49.26%

(See note 1)

Are the following services satisfactory?

Yes	
Recreation Activities / Prgms	29.02%
Housing Accessible	25.42%
Housing (seniors) Affordable	23.75%
Housing Available	18.85%
Day Trips	18.30%
Public Transportation	5.73%

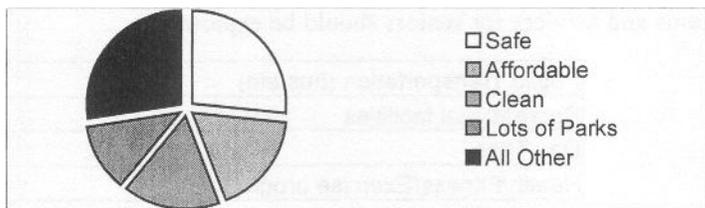
MUNICIPAL

Below is a list of possible ways to describe the municipality in which you would like to live in the future. Indicate how important each of these descriptions is for the future of the municipality.

First Choice

Safe	31.15%
Affordable place to live	20.15%
Clean	19.59%
Lots of parks and open spaces	13.40%
Close to amenities	12.94%
Close-knit/high community spirit	8.13%
High employment level	5.55%
Access to high tech. / comm. infrastructure	2.87%
Access to arts/culture	2.50%

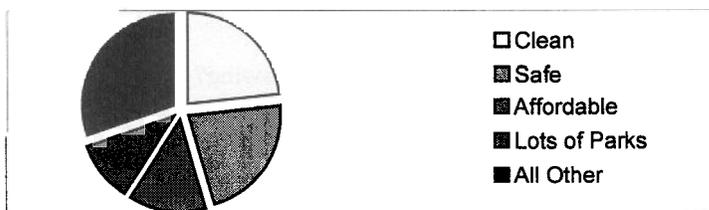
(See note 2)



Second Choice

Clean	19.41%
Safe	18.58%
Affordable place to live	11.37%
Lots of parks and open spaces	8.87%
Close to amenities	8.50%
Close-knit/high community spirit	5.91%
Access to arts/culture	3.97%
High employment level	3.88%
Access to high tech. / comm. infrastructure	2.87%

(See note 2)



Explanatory Notes

Objective questions were questions that allowed for multiple-choice answers.

Subjective questions were questions that allowed for free form user input. These answers were subsequently categorized.

Notes:

1. (Objective Question) The percentages shown represent the responses from all returned surveys including the percentages that did not respond to the question.
2. (Objective Question) The percentages shown represent the responses from all returned surveys, however the percentage for answers that were not completed is not included.
3. (Subjective Question) The percentages shown are relative to the total number of ‘valid’ responses. A ‘valid’ response is one that was one that could be categorized. In some cases the questions allowed multiple entries; thus responses do not represent the participation rate. These averages should indicate the relative importance between categories in any one question.