

## 2021 Citizen Survey Municipality of Yarmouth

### SAMPLING PLAN DETAILS

French Translation Required: **No**

Survey Population and Sample Source: **Residents of the district of Yarmouth, the district of Argyle and the town of Yarmouth aged 18 years or older. Landline (70%) and cell phone (30%) sample.**

Quotas and Sample Size: **400 across all three districts.**

Weighting Required: **By age, gender and district.**

### TELEPHONE INTRODUCTION – GENERAL POPULATION

*Hello, my name is \*\*\* from MQO Research, a professional research firm in Atlantic Canada. Today we are conducting a survey on behalf of the Municipality of Yarmouth to gather the opinions of residents on a variety of topics. The information you provide will be used for planning and budgeting purposes. Your cooperation would be greatly appreciated.*

*Because 18 to 34 year olds are a little more difficult to reach, we first ask if there is someone who lives in your household between 18 and 34 years of age.*

**IF NO ONE IN HOUSEHOLD BETWEEN 18-34, CONTINUE:** *In that case, may I please speak with someone in your household who is 35 years of age or older, would that be you?*

**ONCE CORRECT PERSON IS ON THE LINE:** *Please be assured that we are not selling or promoting any products or services, but are simply interested in your opinions.*

*May I proceed with you now?*

**IF UNAVAILABLE: ARRANGE CALLBACK –** *When is the best time to call back and who should we ask for? First name is fine.*

**IF RESPONDENT AGREES TO CONTINUE ADD:**

*This call may be monitored for quality purposes.*

#### INTERVIEWER NOTES:

**If necessary, add:** The survey could take 8 to 10 minutes to complete.

**If a respondent questions the confidentiality of the information that they are providing please state the following:** MQO Research has been conducting research studies in Canada and abroad for 30 years. We adhere to strict standards of privacy and confidentiality. Our data is presented to our client in aggregate form. Information will never be released to our client or any other third party in a manner that could be used to disclose your identity or violate your privacy.

**SECTION A: SCREENING AND QUOTA MANAGEMENT (AGE/GENDER/GEOGRAPHY)**

*First, I have a few questions about you and your household.*

S1a. Do you live in or own property in any of the following municipalities?

Municipality of the District of Argyle .....	2
Municipality of the District of Yarmouth .....	3
Town of Yarmouth .....	4
No .....	98 <b>Terminate</b>

S1b. How long have you been living in the County of Yarmouth?

**[DO NOT READ LIST, CATEGORIZE]**

Less than a year .....	1
1 to 5 years .....	2
6-10 years .....	3
11-15 .....	4
16-20 .....	5
More than 20 years .....	6
Prefer not to say (VOL) .....	8
Don't Know (VOL) .....	9

S2a. Do you identify as:

Male .....	1
Female .....	2
Other .....	4
Prefer not to say (VOL) .....	8

S3. Into which of the following categories does your age fall?

18 – 24 .....	1
25 – 34 .....	2
35 – 44 .....	3
45 – 54 .....	4
55 – 64 .....	5
65 plus .....	6
Prefer not to say (VOL) .....	8

## SECTION B: Overall Perceptions

Next, we have a few questions about the planned expansion to the Mariners Centre recreation facility in Yarmouth.

- B1. How familiar are you with the planned expansion of the Mariners Centre recreation facility in Yarmouth?

Very familiar .....1  
 Somewhat familiar .....2  
 Not very familiar .....3  
 Not at all familiar .....4

Prefer not to say (VOL) ..... 8  
 Don't know (VOL) ..... 9

- B2. The Mariners Centre planned expansion project will include an aquatics centre, fitness gym, multi-purpose spaces and expanded common areas. It may also include an indoor walking track.. To what extent do you support or oppose this project?

Strongly support.....1  
 Somewhat support.....2  
 Somewhat oppose .....3  
 Strongly oppose .....4

Prefer not to say (VOL) ..... 8  
 Don't know (VOL) ..... 9

- B3. Currently the Mariners Centre planned expansion project is a partnership between the Town of Yarmouth, The Municipality of the District of Argyle and the Municipality of the District of Yarmouth. If one of the three partners backed out, resulting in increased cost and risk for the remaining partners would you still support this project?

Yes.....1  
 No .....2

Prefer not to say (VOL) ..... 8  
 Don't know (VOL) ..... 9

- B4. If the increased cost resulted in an increase to taxes or funds available for other communities programs and projects , would you still support this project?

Yes.....1  
 No .....2

Prefer not to say (VOL) ..... 8

Don't know (VOL) ..... 9

- B5. Next, I'm going to give you a list of potential amenities for the Mariners Centre expansion project. Please rank them from most important to least important.

**Rotate List**

- a. 6 lane, 25 pool including a whirlpool and kiddie pool
- b. Fitness centre (including weight resistance and cardio machines)
- c. Gathering spaces in common areas
- d. 2-lane indoor walking track
- e. Multi-purpose rooms or spaces

- B6. A bridge project is being considered involving renovating the existing aquatics centre at 275 Main Street until the Mariners Centre expansion is complete. To what extent do you support or oppose investing tax dollars in 275 Main Street as an interim solution for providing access to an aquatics centre in the Yarmouth area?

Strongly support.....1  
 Somewhat support.....2  
 Somewhat oppose .....3  
 Strongly oppose .....4

Prefer not to say (VOL) ..... 8  
 Don't know (VOL) ..... 9

- B7b. **If B4=1/2:** What investment of tax dollars do you feel <Council> should invest in renovating the existing aquatics centre at 275 Main Street?

I do not think any tax dollars should be spent on renovating the existing aquatics centre ..... 1  
 Between \$400,000 - \$600,000 ..... 2  
 Between \$600,000 - \$800,000 ..... 3  
 Between \$800,000 - \$1 million ..... 4  
 More than \$1 million..... 5  
 Don't know (VOL) ..... 9

- B7a. **If B4=1/2:** If the interim solution of funding the renovation of the existing aquatics centre at 275 Main Street would mean **delaying** the Mariners Centre expansion project by **2-4 years** at an additional cost of \$400,000 to what extent would you support or oppose this interim solution?

Strongly support.....1  
 Somewhat support.....2

Somewhat oppose .....3  
 Strongly oppose .....4  
  
 Prefer not to say (VOL) ..... 8  
 Don't know (VOL) ..... 9

B7b. **If B4=1/2:** If the interim solution of funding the renovation of the existing aquatics centre at 275 Main Street would mean **delaying** the Mariners Centre expansion project by **4-6 years** at an additional cost of \$400,000 to what extent would you support or oppose this interim solution?

Strongly support.....1  
 Somewhat support.....2  
 Somewhat oppose .....3  
 Strongly oppose .....4  
  
 Prefer not to say (VOL) ..... 8  
 Don't know (VOL) ..... 9

B8. If the renovating of the aquatics centre at 275 Main Street went ahead, should the municipalities maintain control, or should an independent operator be selected to run the facility?

Run by municipalities.....1  
 Run by another company/organization .....2  
  
 Prefer not to say (VOL) ..... 8  
 Don't know (VOL) ..... 9

B9. Thinking about the plan to renovating the existing aquatics centre as an interim solution to the Mariners Centre expansion, which of the following statements do you **most agree with**?

[Read all statements and ask participant to select one]

**Statement 1:** I would rather time and money be focused on completing the Mariners Centre expansion on time.

**Statement 2:** I would rather time and money be focused on renovating the aquatic centre at 275 Main Street even if it means more investment and a delay of the Mariners Centre expansion by 1-2 years (2024)

**Statement 3:** I would rather time and money be focused on renovating the aquatic centre at 275 Main Street even if it means more investment and a delay of the Mariners Centre expansion by 3-4 years (2026)

**Statement 4:** I would rather time and money only be put toward renovating the aquatics centre on 275 Main Street and not proceed with the Mariners Centre expansion.

Prefer not to say (VOL) ..... 8

Don't know (VOL) ..... 9

## SECTION C: DEMOGRAPHICS

Finally, I would like to ask you a few more questions about you and your household. All this information will be used only to help us analyse the results and will be kept in the strictest confidence.

C1. Do you currently have any children 17 years of age or younger living in your household?

Yes..... 1

No ..... 2

Prefer not to say (VOL) ..... 8

D2. Which of the following broad income categories best describes your total household income in 2020?

Less than \$50,000 ..... 1

\$50,000 to \$74,999 ..... 2

\$75,000 to \$99,999 ..... 3

\$100,000 to \$149,999 ..... 4

\$150,000 or more ..... 5

Refused..... 8

Don't know ..... 9

## STANDARD QUESTIONS FOR DUAL FRAME SAMPLING.

**PROGRAMMING NOTE: ADD STANDARD QUESTIONS FOR DUAL FRAME SAMPLING.**

For this survey, we need to make sure that we get a good representation of people with cellphones and landline telephones.

**IF SAMPLE = LANDLINE: ASK D11a, 11b and 11c**

D11a. Do you own a cell phone that you use for either work or personal reasons? Yes/No

D11b. Excluding your cell numbers, how many different telephone numbers do you have in your household? \_\_\_\_\_ (default on "1"?)

D11c. **Including yourself**, how many individuals **18 years of age** or older live in your household? \_\_\_\_\_

**IF SAMPLE = CELL PHONE ASK D 12a and b**

D12a. Excluding your cell numbers, does your household currently subscribe to a landline telephone service that you personally use? Yes/No

**INTERVIEWER NOTES: If a respondent asks what we mean by a landline, please state:** A landline telephone is a traditional telephone line in which a telephone is connected to the network by cables.

D12b. How many cell phones do you personally use for either work or personal reasons? \_\_\_\_\_

**That is the end of the questions. Thank you for your time today.**