

# VITAL SIGNS 2015 : TOWN OF GREATER NAPANEE

TOPLINE SUMMARY OF RESULTS

October 2015

# CONTENT

1. Methodology	3
2. Sample details	4
3. Summary of Results	
1. Ranking Priority Areas	7
2. Rating Priority Areas	8
3. Detailed Findings	
1. Health	12
2. Safety	17
3. Recreation	21
4. Housing	23
5. Environment	26
6. Arts	27
4. Communication	28

# METHODOLOGY

- The process for developing a Vital Signs report for the Town of Greater Napanee was initiated through face to face conversations with experts in the areas chosen as topics for this study. A committee representing these areas lent expertise and gave direction as to who should be consulted as experts and where secondary data could be accessed.
- From these sources a wide range of issues within each topic was developed for consideration. A public meeting was held where participants were invited to discuss local issues on a number of the chosen topics . Each discussion area was moderated by an expert in the field in order to keep participants on topic and to challenge them on issues that had been identified in one on one discussions.
- Consequently the committee was able to identify specific issues which to address in the quantitative survey. The committee strove to keep questionnaire content to only the most important and useful topics and to keep it to a length that would encourage response from the community.
- The questionnaire was made available to the public in a number of different ways ; Printed versions were included in the June 18<sup>th</sup>, 2015 edition of the Napanee Beaver. A list of drop off locations was also noted in the paper as well as a link to an online version of the questionnaires for those who wanted to complete the survey in this manner. As well, paper copies of the questionnaire were made available at a number of public access points (Town Hall, NACHC, PELASS) with drop off boxes at these same locations as well as at the Canadian Tire Store, Hone Hardware, No Frills and Gray's IDA.
- A Full description of the process can be provided

# SAMPLE DETAILS -technical

- Data collection took place from June 16<sup>th</sup> to July 10
- During this time 447 completed surveys were received.
- The survey was open to all residents of the Town of Greater Napanee aged 13 and over.
  - 30 non-residents were removed from the sample netting 417 respondents
  - Only 5 of these respondents were under the age of 20
- As with most self complete questionnaires some questions were left unanswered by respondents. In these cases results are percentaged on only those who gave an answer resulting in varying base sizes across questions. However, response levels were good and all questions received no fewer than 269 (Q22) answering with the average number answering being around 300.
- The number answering each question is shown with the results.
- The following chart shows the confidence intervals that can be expected around a variety of possible results with a sample size of 300 at the 95% confidence level. E.G. a result of 95% carries a +/- error range of 2.5 meaning 95 can be read as low as 92.5 and as high as 97.5.

RESULT %	5 / 95	10/90	15/85	20/80	25/75	30/70	35/65	40/60	45/55	50/50
+/-	2.5	3.4	4.0	4.5	4.9	5.2	5.4	5.5	5.6	5.7

# SAMPLE DETAILS - Respondent Profile

- The data presented below shoes the cross section of respondents achieved in the survey with comparisons to census data. Only 5 respondents under 20 completed a survey and have been included in the lowest age range.
- While the self selection methodology employed for this study resulted in a slight over representation of 60 to 79 year olds ,respondents definitely skewed female.

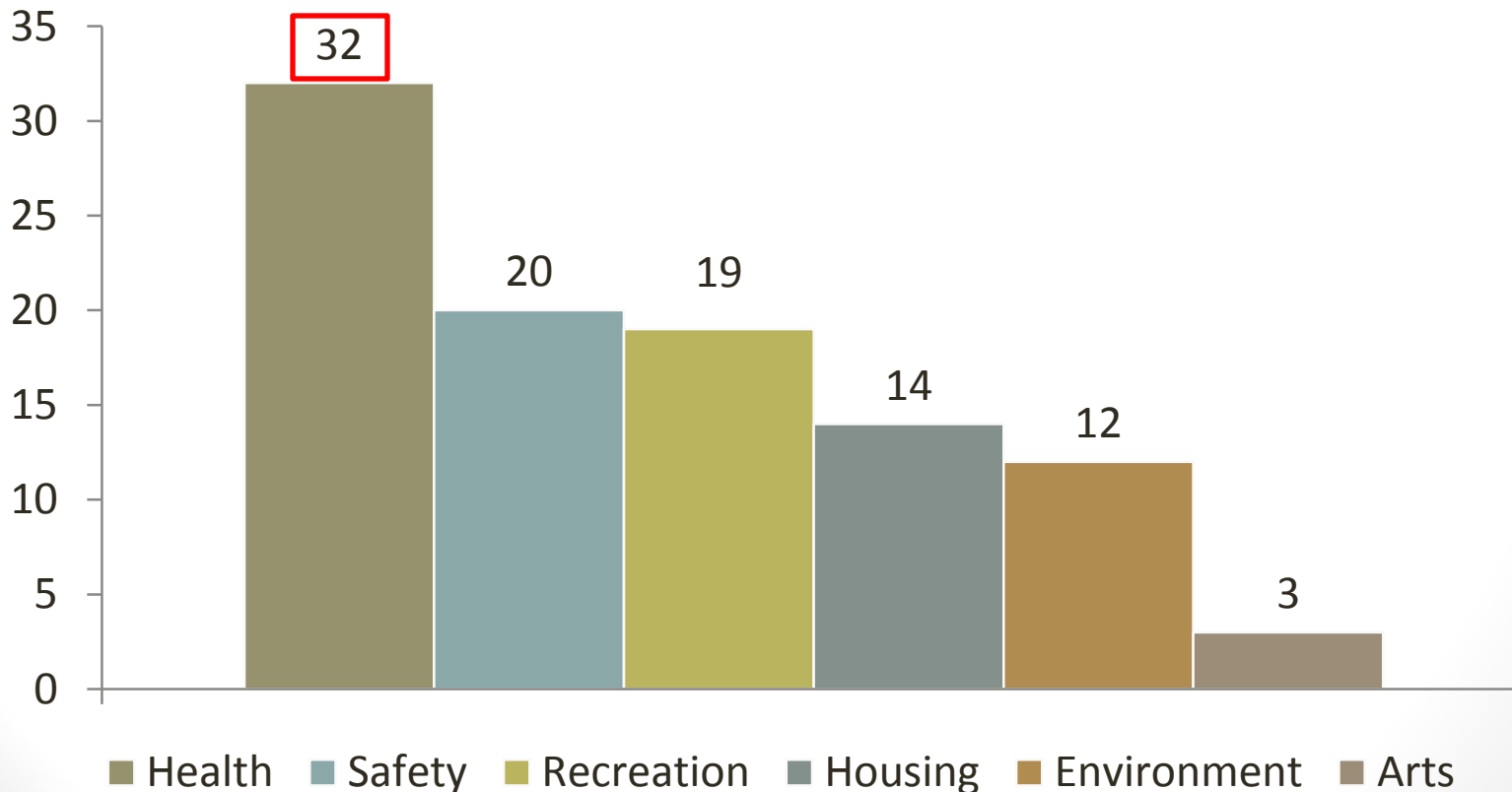
	AGE				GENDER		
	20-39	40-59	60-79	80+	Males	Females	Other
SURVEY SAMPLE %	22.2	33.5	37.6	6.8	30.5	69.0	0.5
STATS CAN CENSUS %	25.2	38.8	28.4	7.5	48.0	52.0	n.a.

SUMMARY OF RESULTS

# RANKING AND RATING THE ISSUES

# RANKING PRIORITY AREAS

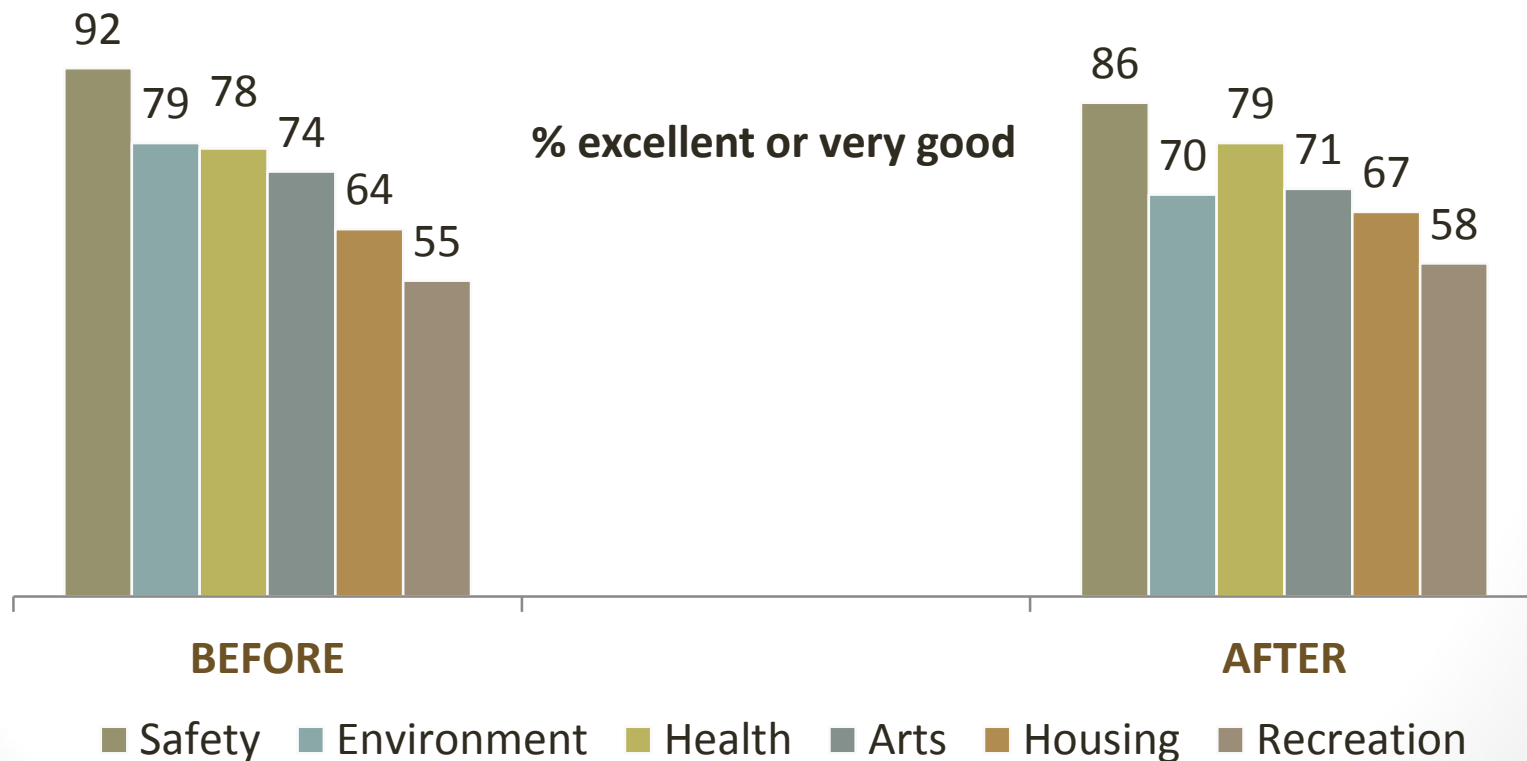
- Respondents were asked to rank the six areas of priority in order of importance at the end of the survey.
- The results show uncertainty between some priorities although Health clearly outpaced all other issues.



(Q20) Base: 321

# RATING PRIORITY AREAS

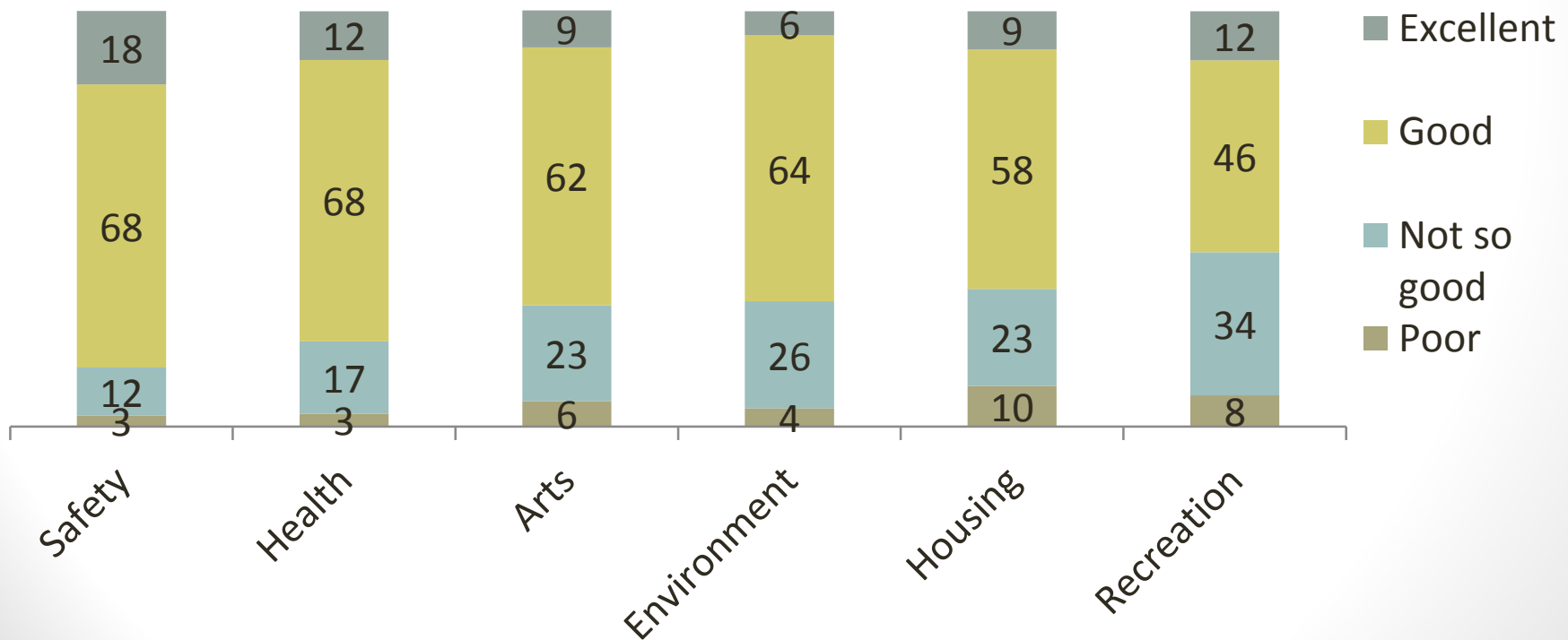
- Respondents were asked to rate The Town of Greater Napanee on the six areas of priority at the start and the end of the survey. Not surprisingly, after answering questions on a variety of specific issues related to the six topic areas there was some change in point of view.
- While Safety and Health remain top concerns, the Environment and the Arts both lost a small portion of their original support,





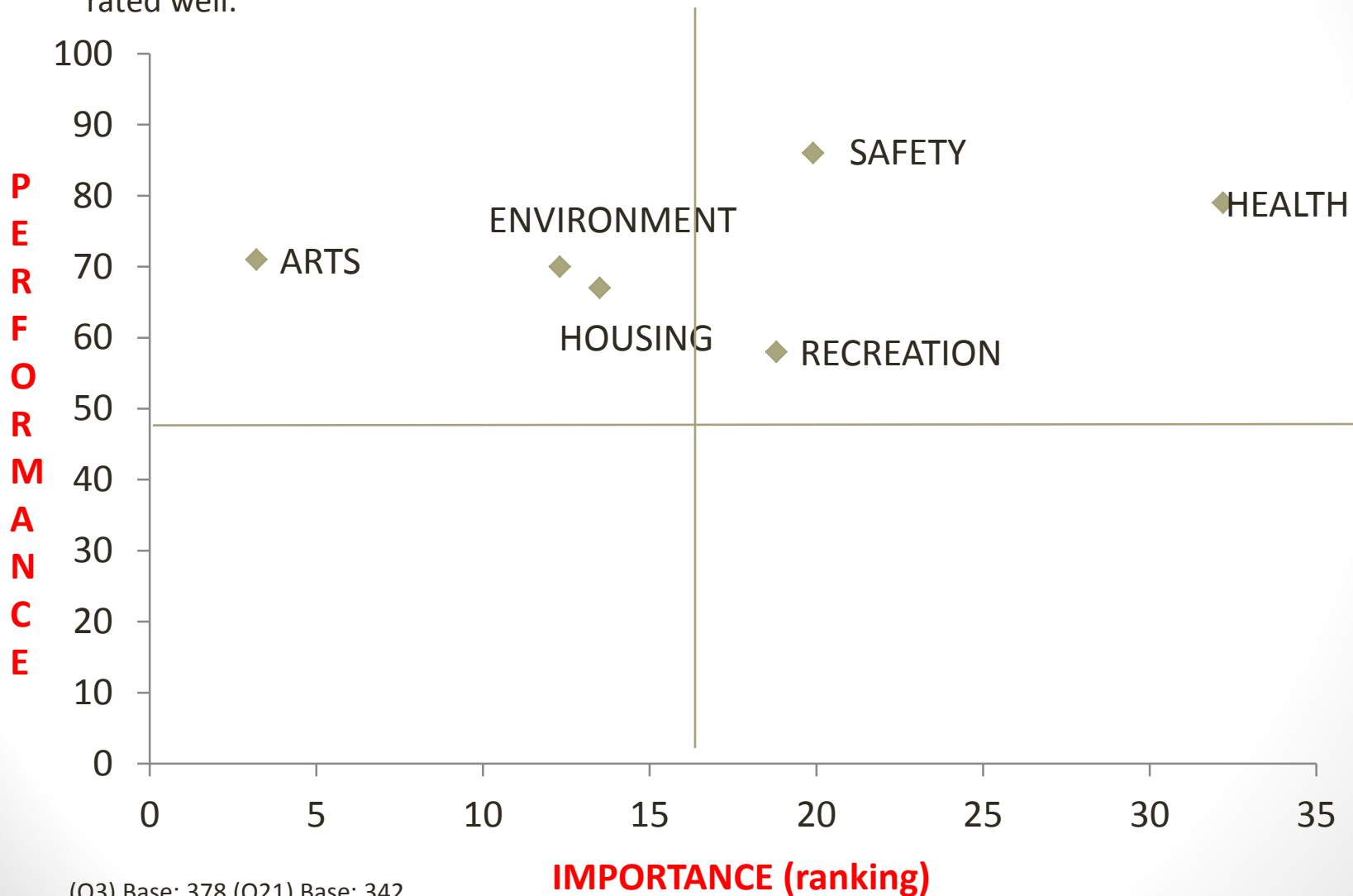
# RATING PRIORITIES :details

- Using the rating taken later in the survey as being “most current” the chart below shows the details of the answers given (excellent, good, not so good, poor)
- It’s interesting that while Recreation is rated most poorly of all the issues it has an “excellent” score equal to Health.



# IDENTIFYING STRENGTHS

- On a relative basis, Health, Personal Safety and Recreation can be considered strengths for Napanee - all are areas that are important to residents and the current circumstances are rated well.

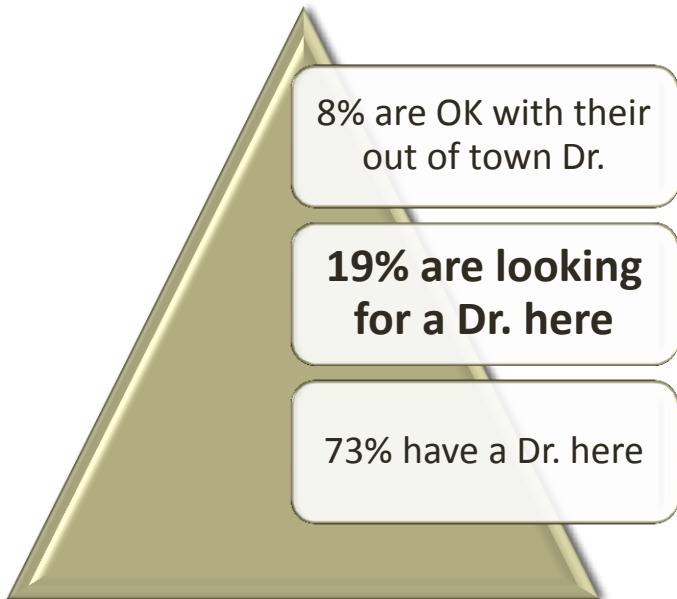


Summary of Results

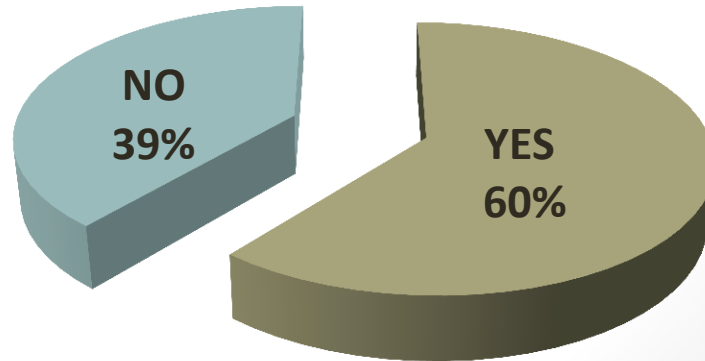
# DETAILED FINDINGS

# HEALTH - Doctors

- While a large majority of residents have a Dr. in the community there is about one-fifth who are looking for a doctor here. In support of that there is support for using municipal taxes to recruit doctors to Napanee.

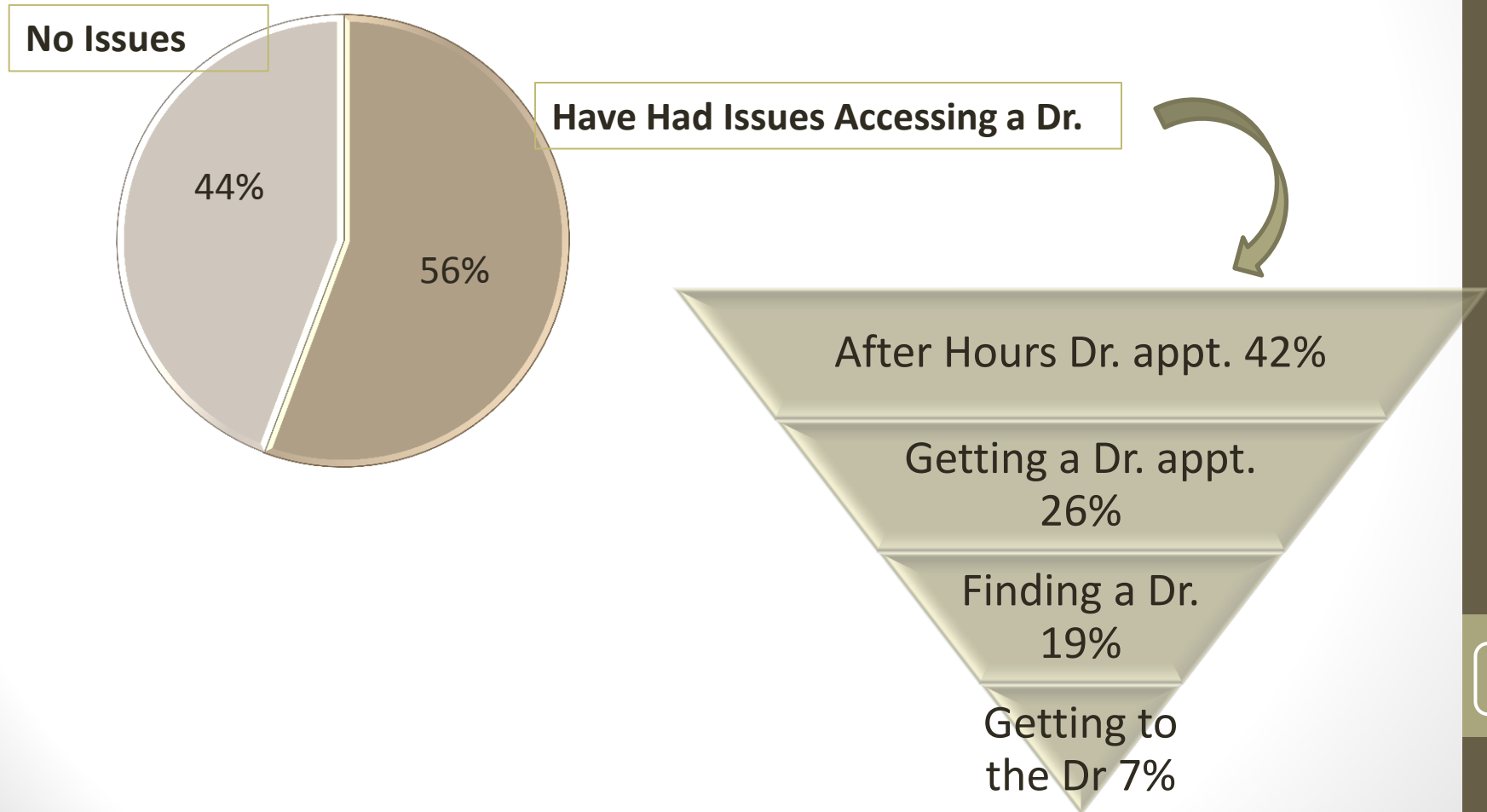


## Should Municipal Taxes Be Used to Attract Doctors



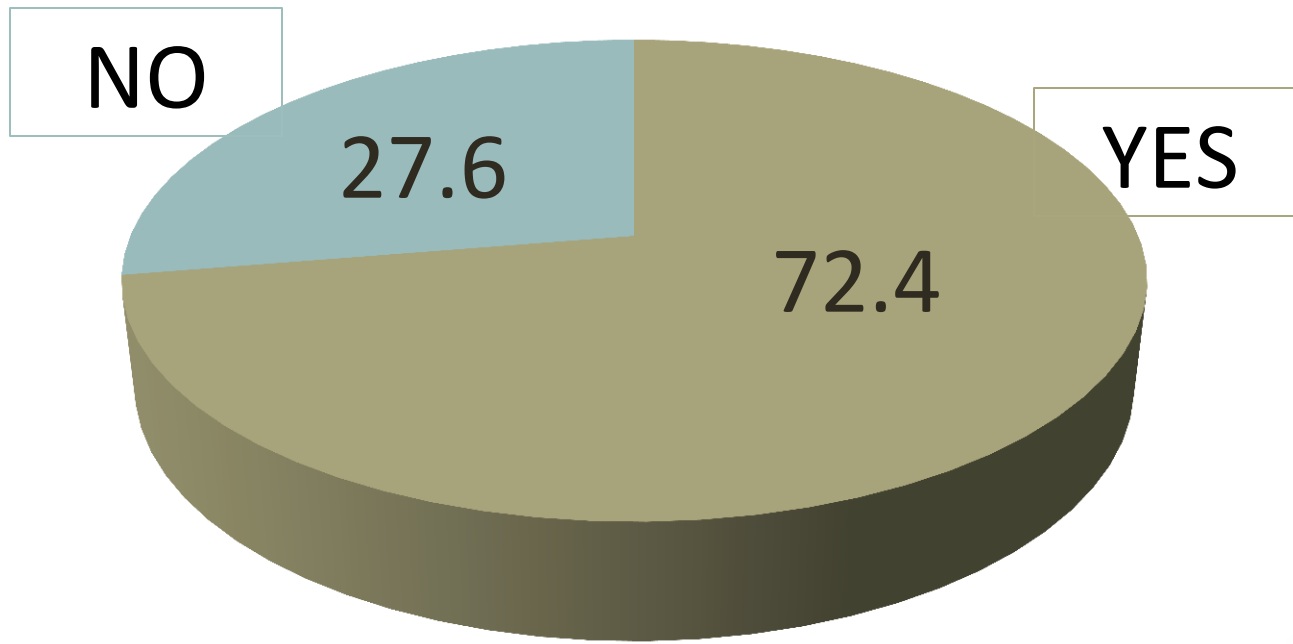
# HEALTH – Access to Doctors

- At some point more than half of residents have had an issue getting access to a Dr.



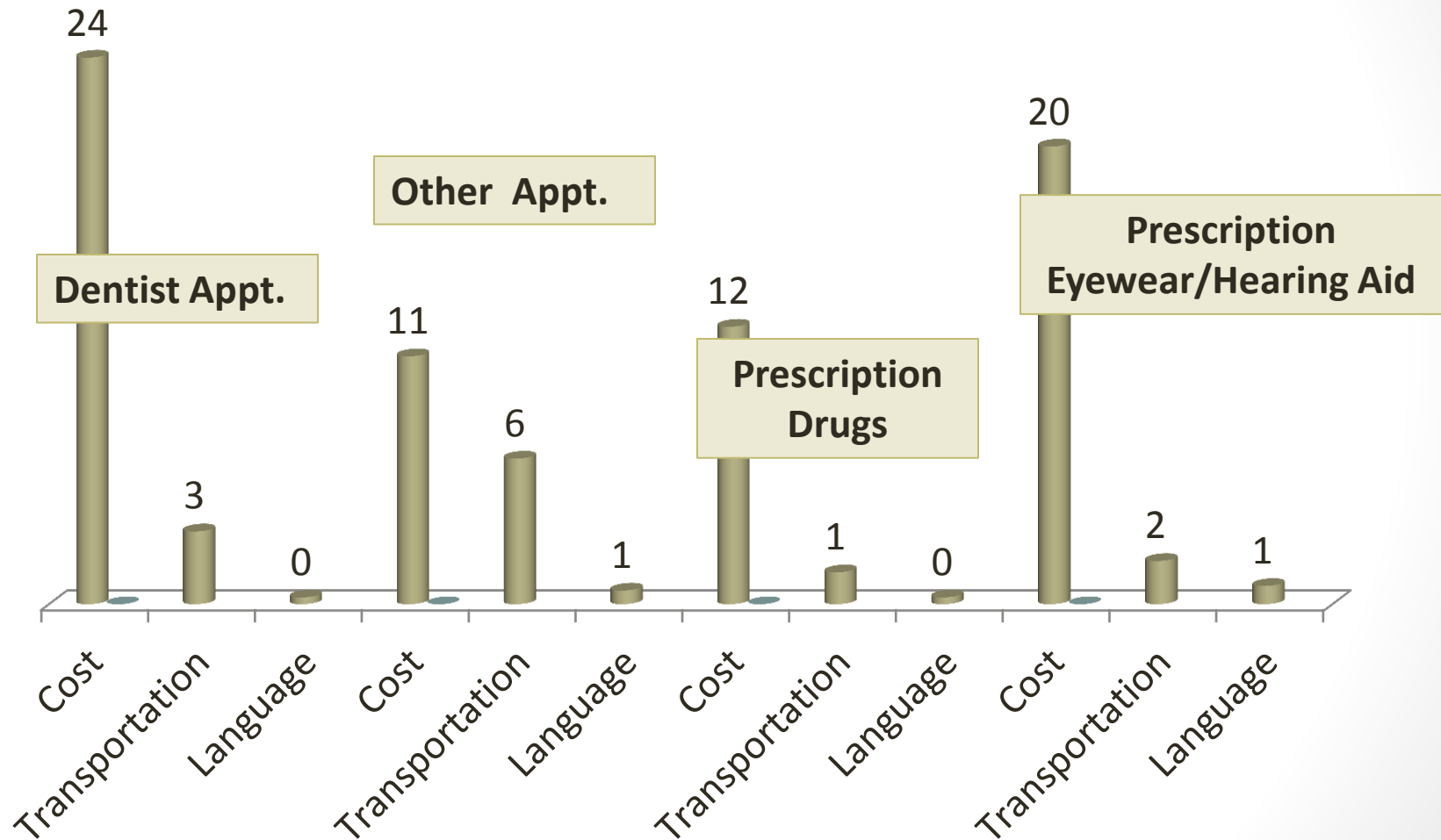
# HEALTH – Other services

**Do you feel there is adequate access to health services, information, education and courses in the community?**



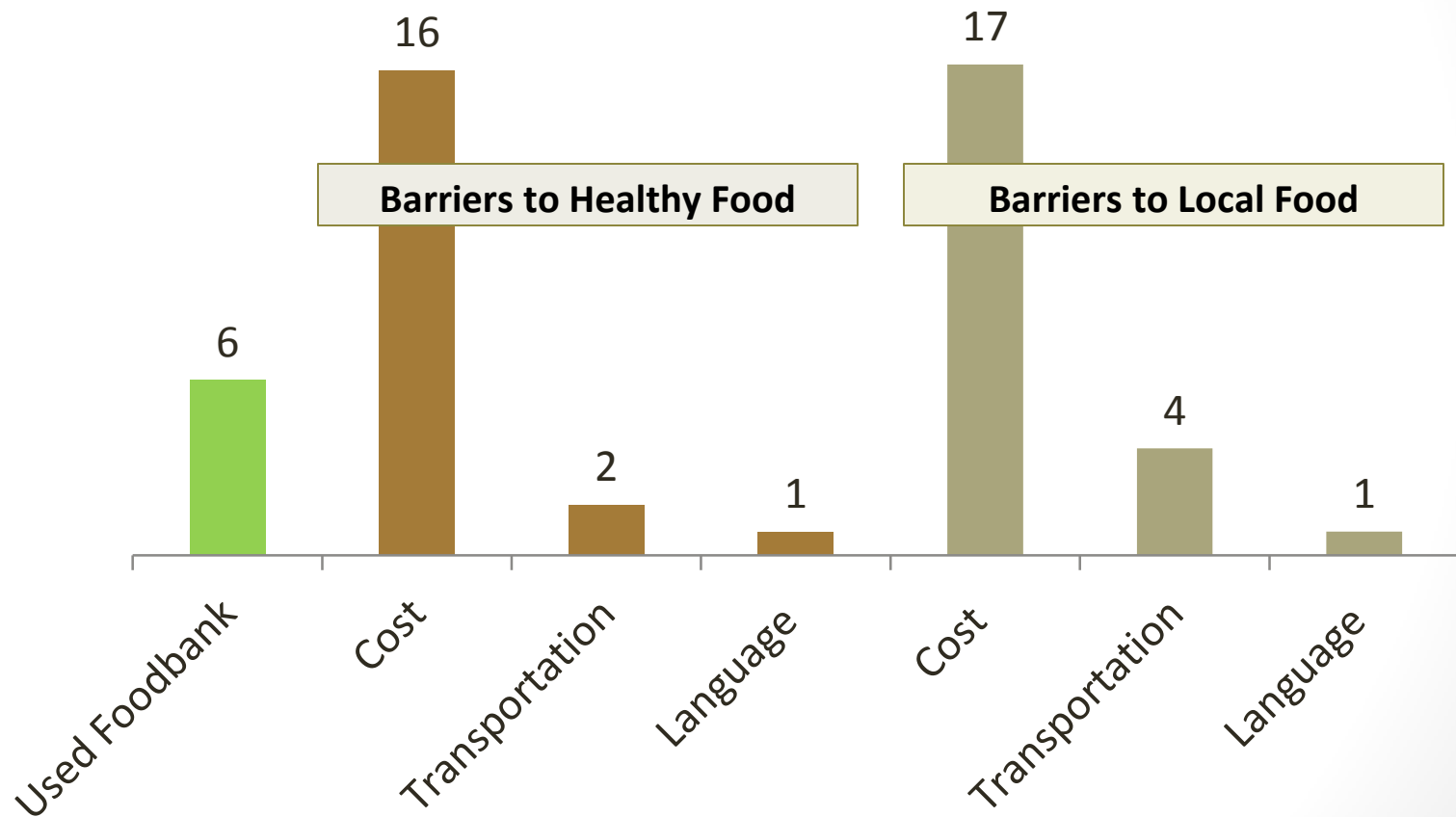
# HEALTH – Barriers to Other Services

- Cost, more than transportation or language is a barrier to non-funded Health Services



# HEALTH - Food

- Although relatively few have used a food bank, meal plan or food voucher in the recent past, cost is recognized as an issue in accessing Healthy or Local Food.





# HEALTH – and well-being

• Two (of 7) health issues were identified for greater attention in Napanee



- Addiction Services 67%

WE'RE DOING ENOUGH

- Teen Pregnancy Support
- Video Surveillance
- Mental Health Services
- Awareness of Domestic Violence

WE'RE DIVIDED



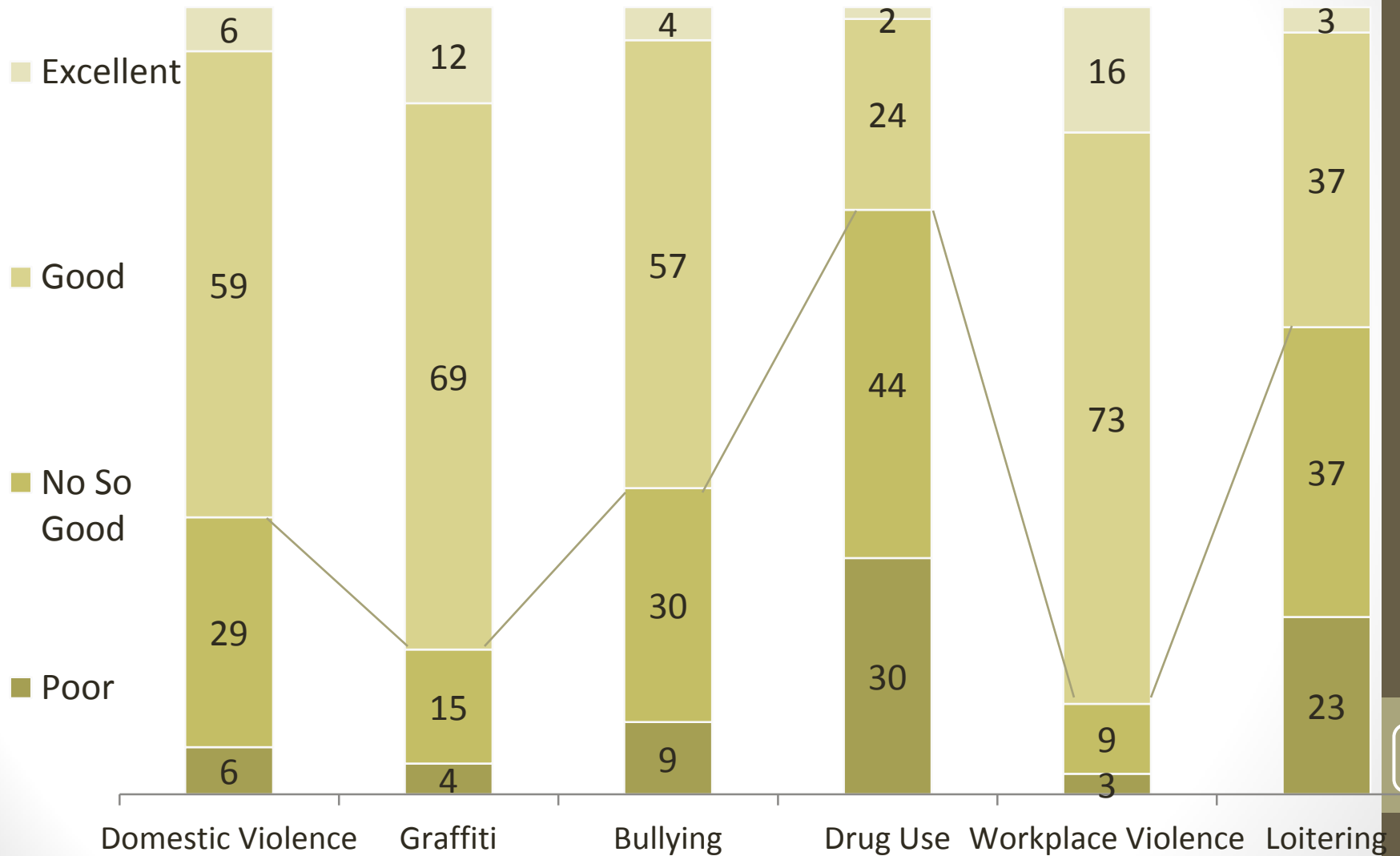
- Teen Pregnancy Prevention 60%
- Awareness of Domestic Violence Services 59%

WE NEED TO DO MORE

50/50

# SAFETY – rating illegal activity levels

- Most safety concerns surround drug use and loitering while workplace violence is hardly apparent to residents



( 18 )

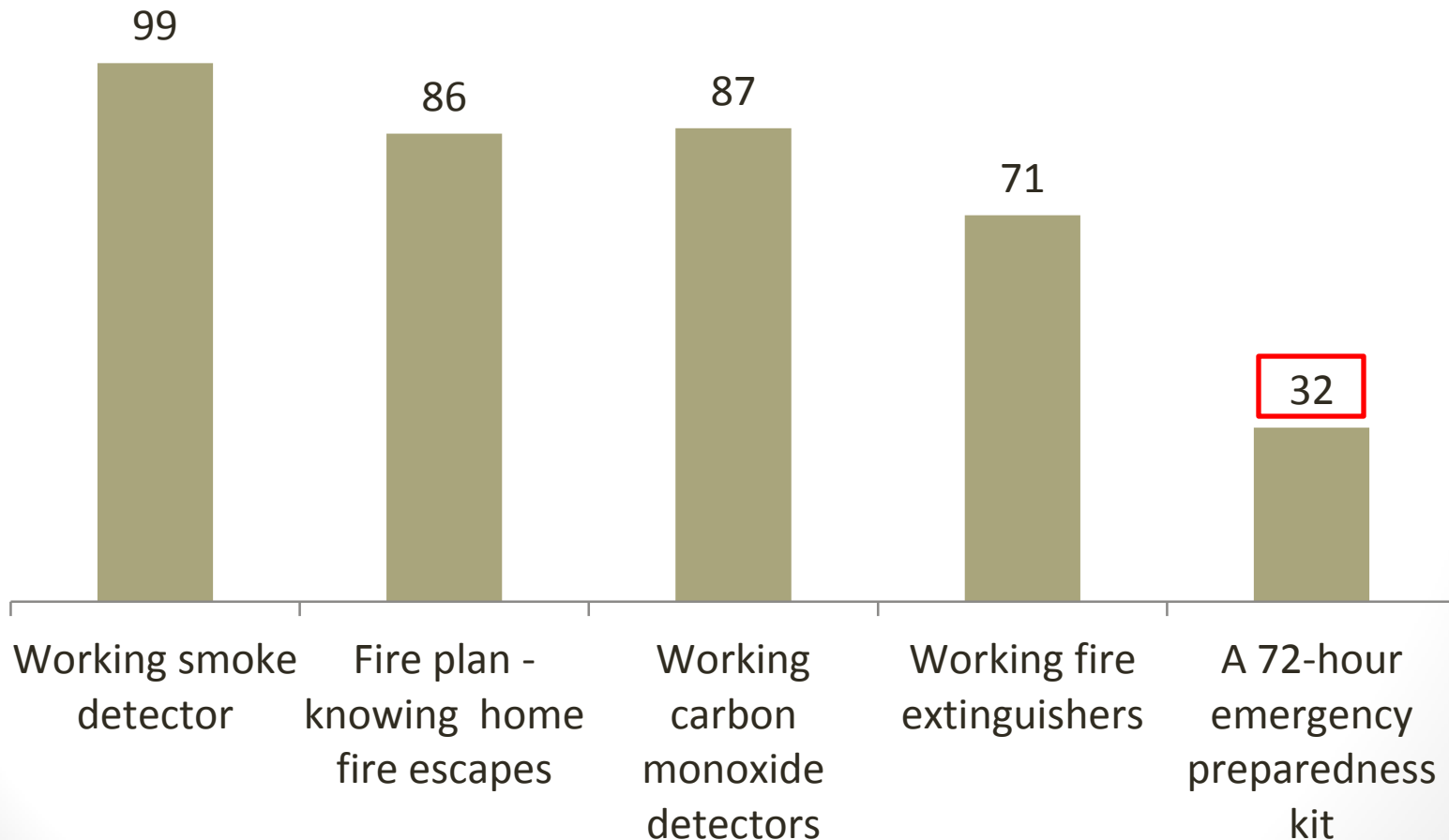
# SAFETY – a safe place to live

- Personal safety concerns are relatively low in Napanee.



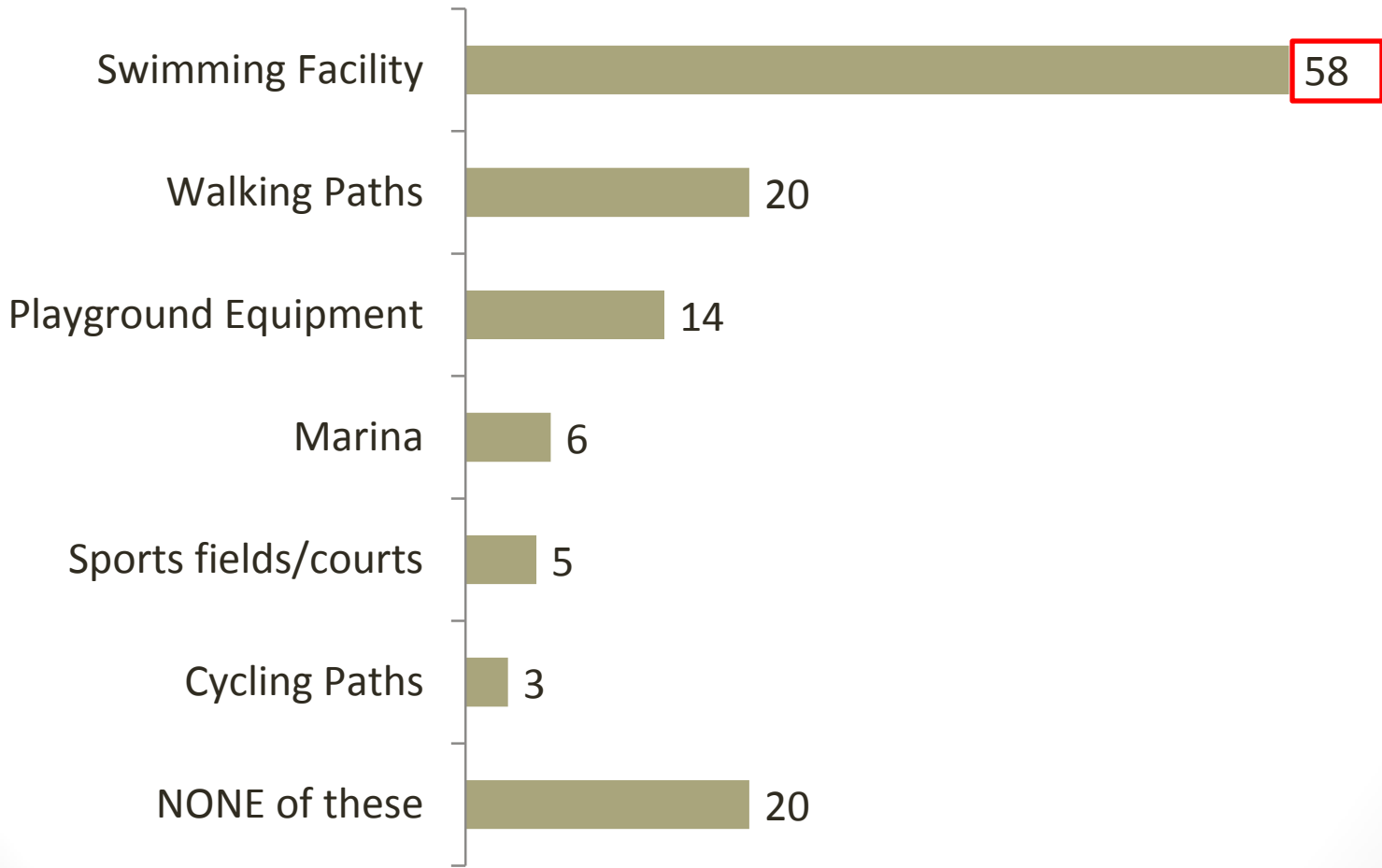
# SAFETY – in the home

- Almost everyone surveyed has a working smoke detector where they live and most have a fire plan and CO2 detectors . Where the community needs to improve is in having a an emergency preparedness kit.



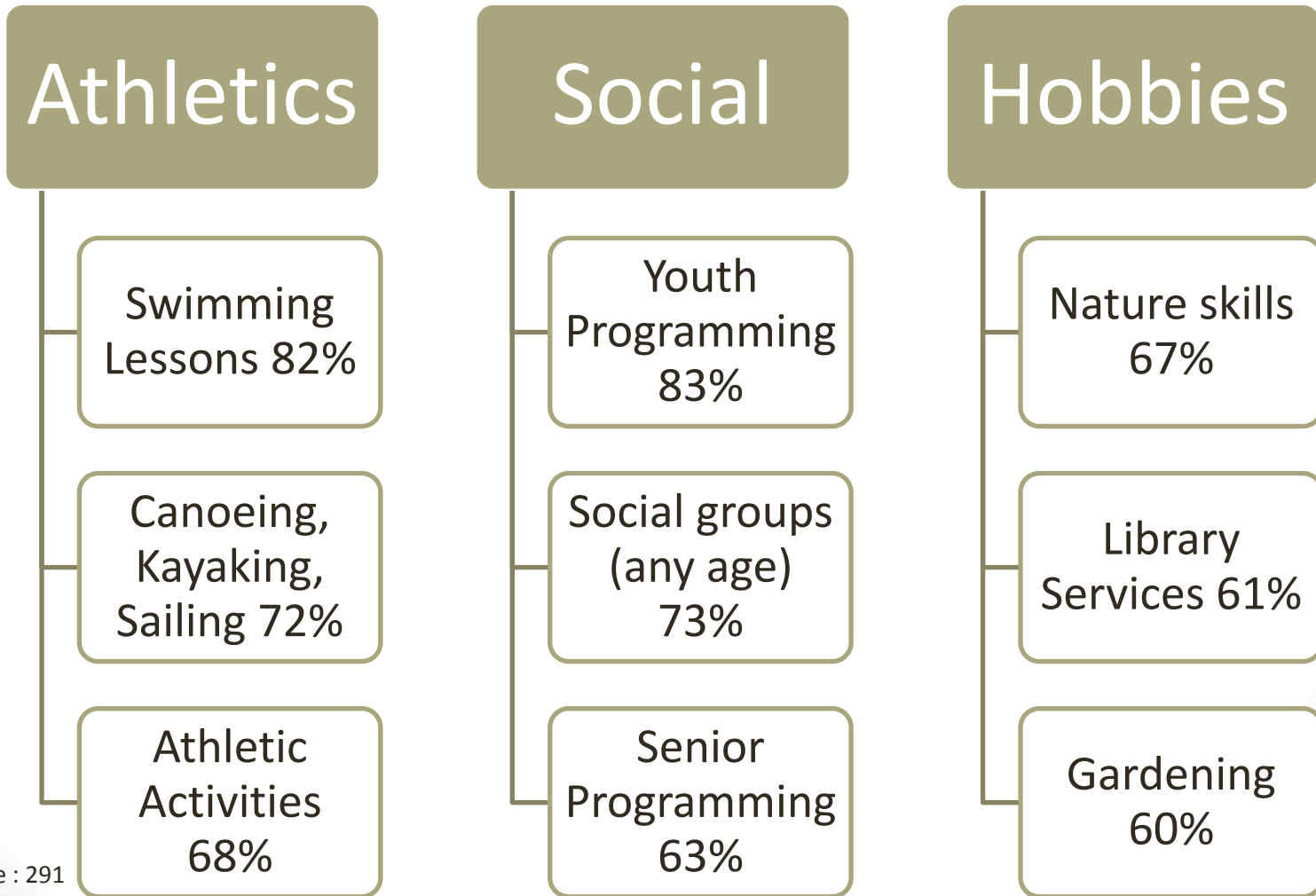
# RECREATION – priority facilities

- From a list of six potential recreation facilities people ranked a swimming facility as a top need. It should be noted that 20% did not see the need for an investment in any of the offered items.



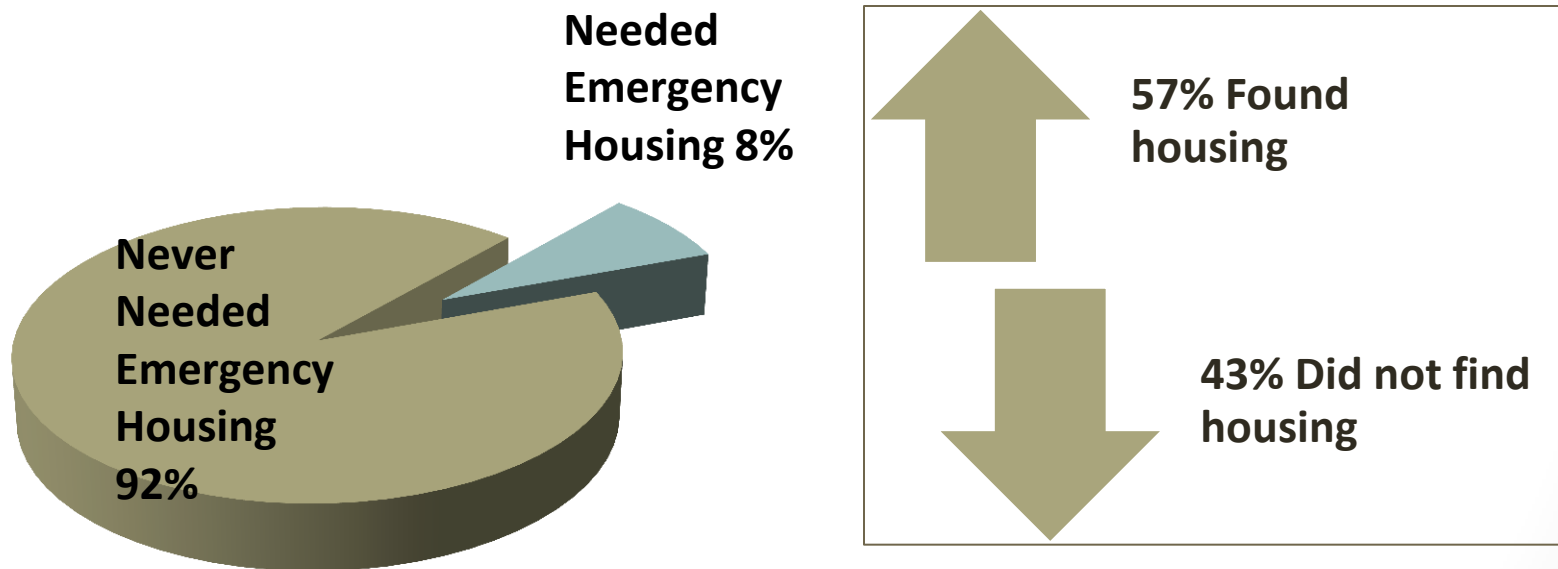
# RECREATION - more resources /org

- In line with identified facility needs, swimming lessons are a common answer to the need for more resources. Youth programming is also highly recognized as a need for a healthy community.



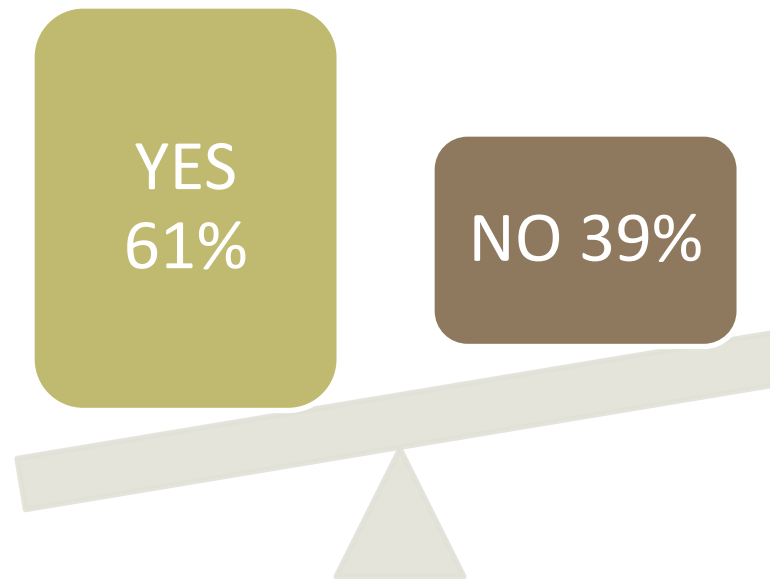
# HOUSING – emergency needs

- While the vast majority of residents have not had to look for emergency housing, of those that did almost half had difficulty finding housing.



# HOUSING - support for assisted housing

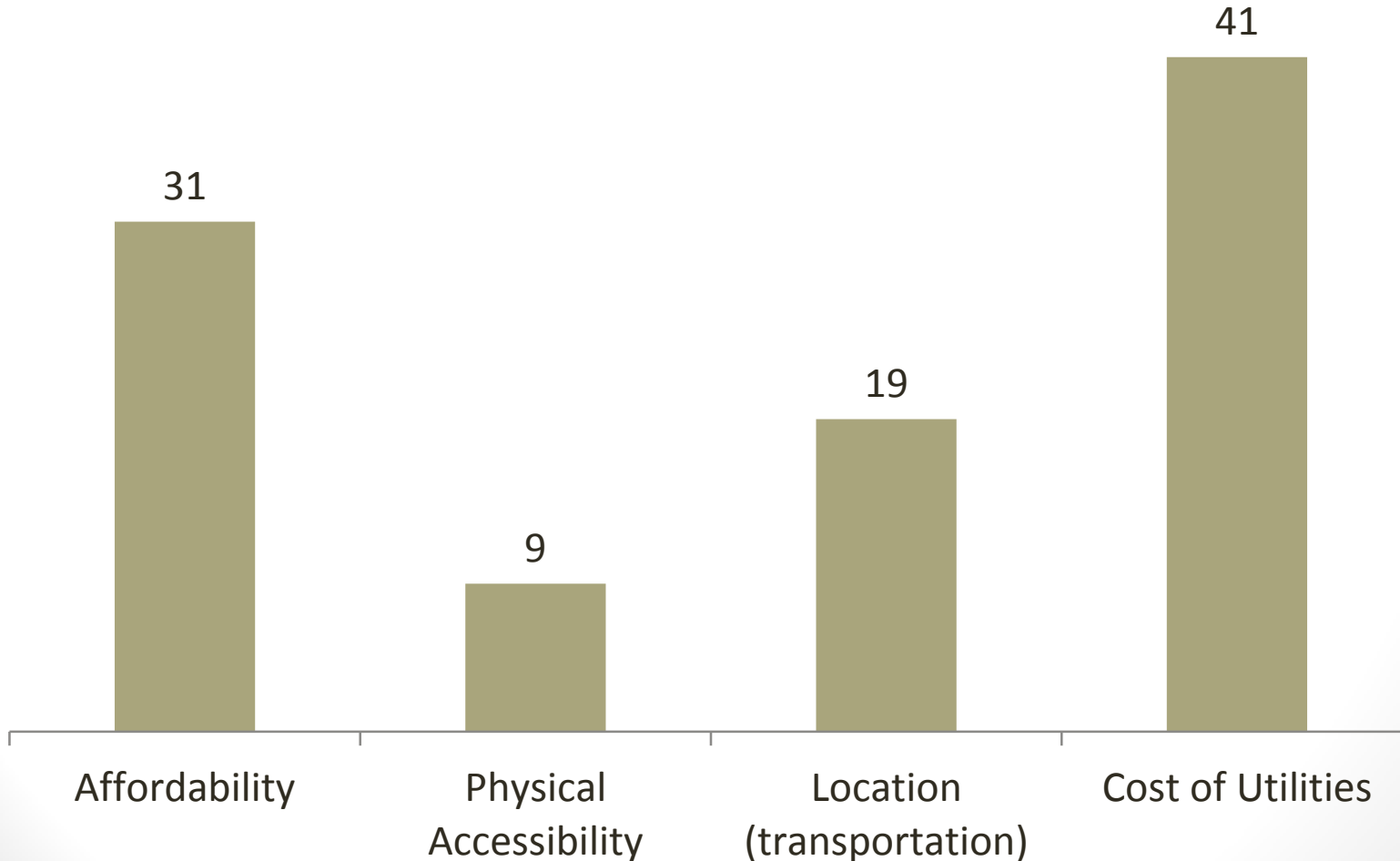
**Do you support low income, social housing, and group homes located in all residential areas of Greater Napanee?**





# HOUSING - barriers

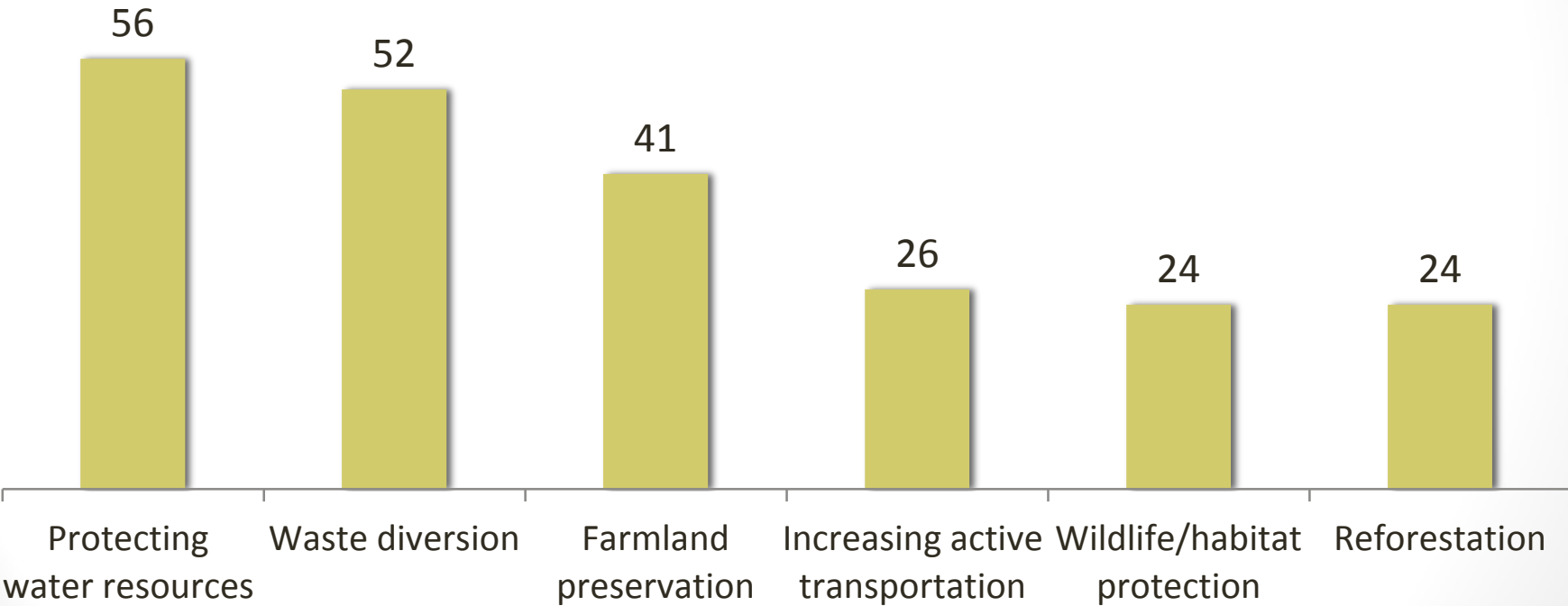
- Affordability was cited as the biggest barrier in finding housing.
  - Location or lack of transportation restriction in getting to the location were a problem of one in five residents and physical accessibility (lack of ramps, elevator etc) restricted about half as many.
- At the same time, four in ten residents say they are struggling with the cost of utilities.



(Q.9) Base : 257

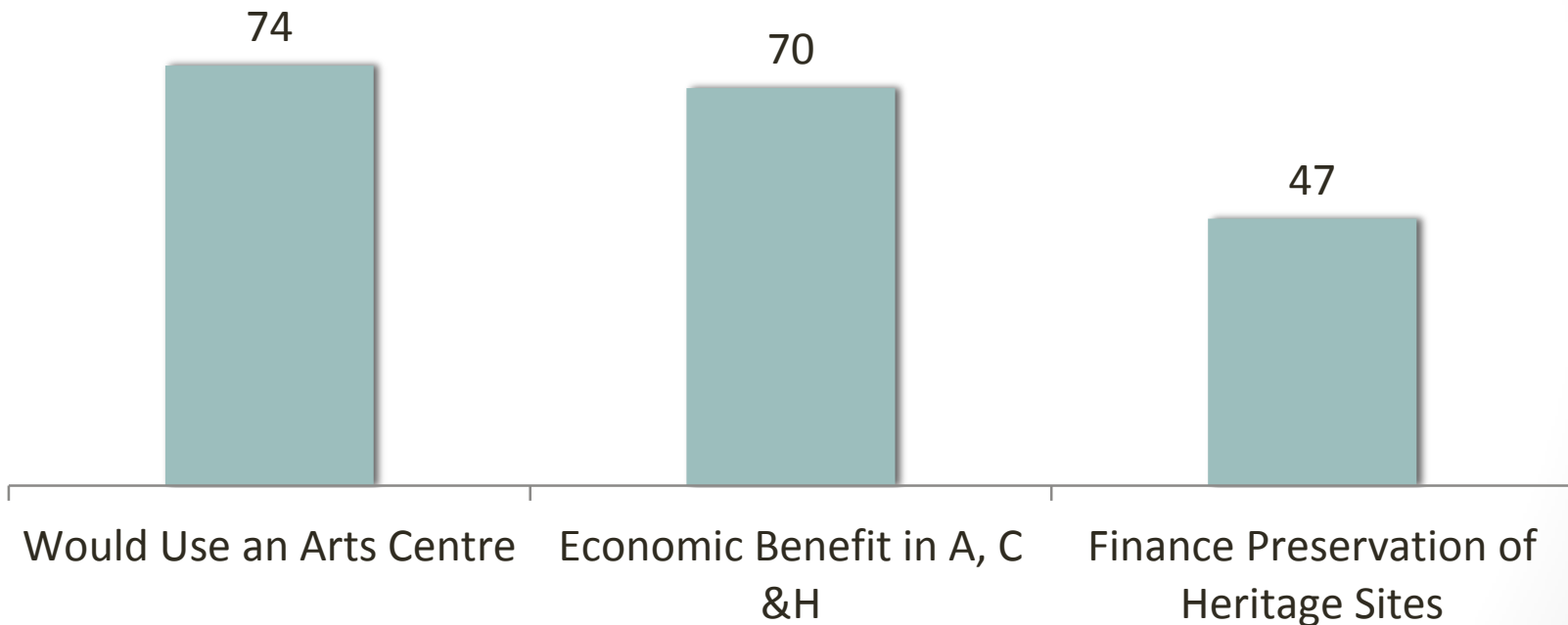
# ENVIRONMENT – the priorities

- Respondents were asked to select the top 3 environmental priorities for Napanee from a list of 10 items. Very few selected 'none of these' with protection for water resources and waster diversion getting the most support as precedence items.



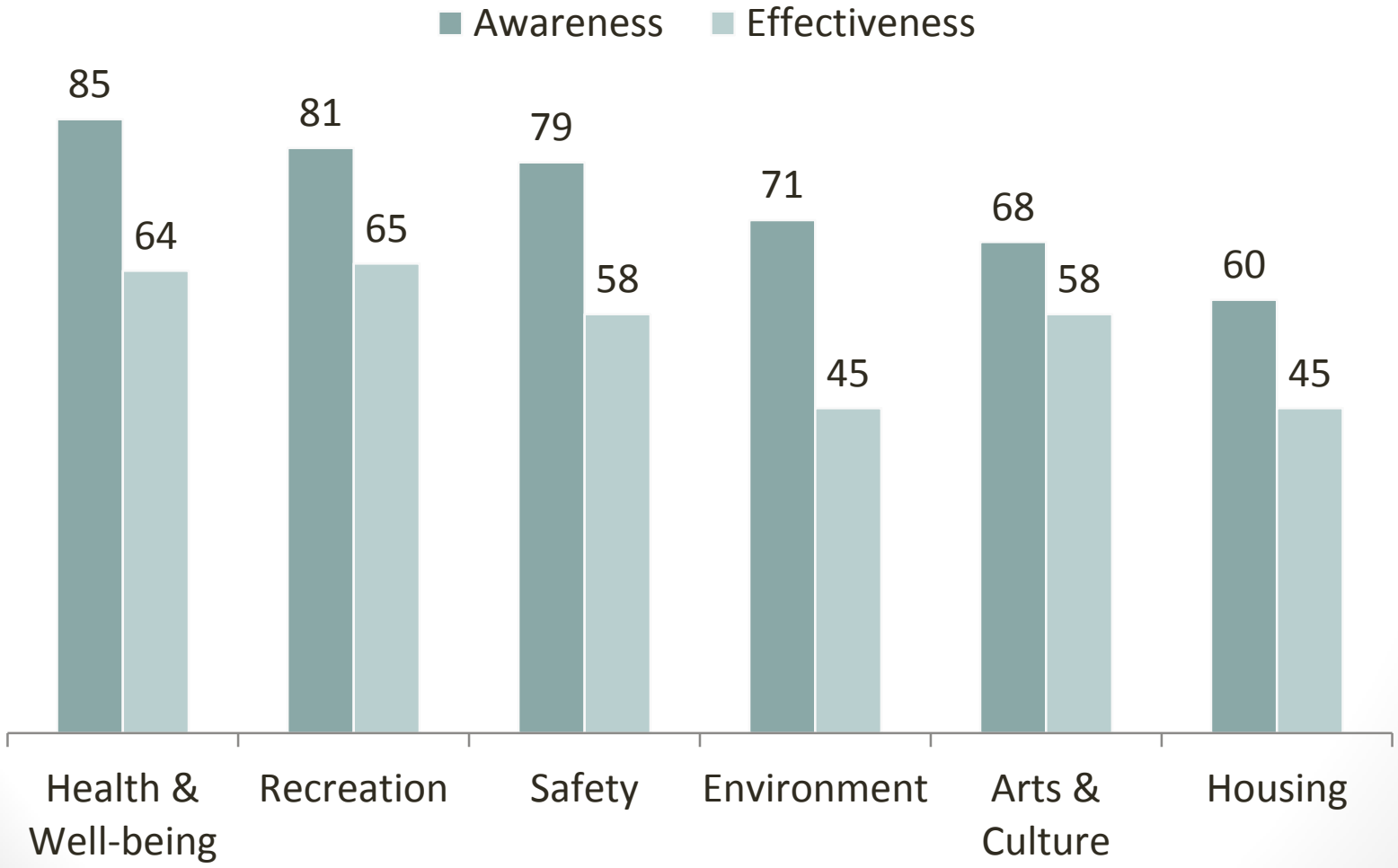
# ARTS, CULTURE AND HERITAGE

- There is a significant interest in having a Napanee Arts Centre among respondents as well as an high level of awareness of the economic benefits of investing in Arts, Culture and Heritage.
- Having the Town finance the preservation of Heritage sites did not meet with the same level of acceptance.



# COMMUNICATION

- Community members rated their awareness and the effectiveness of communications for each of the six priority areas.
- Effectiveness of communications falls well short of awareness for most areas.



(Q 22) Base : 269

# COMMUNICATION – preferred method

- By far the local newspaper is the single best way to communicate to most residents

