

SRA Biennial Membership Survey

179

Total Responses

48%

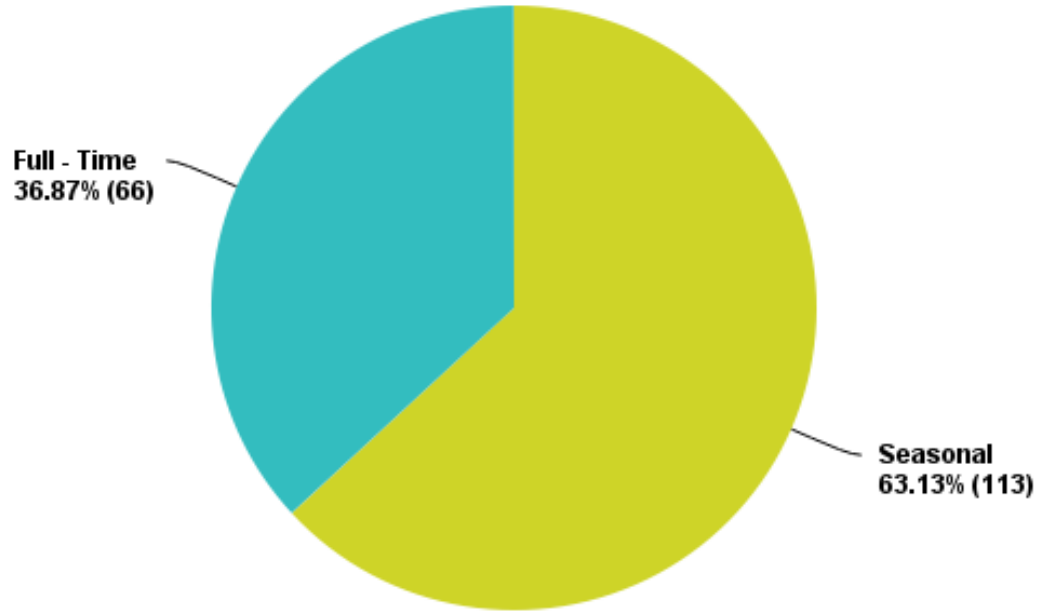
Response Rate



Southampton
RESIDENTS ASSOCIATION

Composition of the SRA's Membership

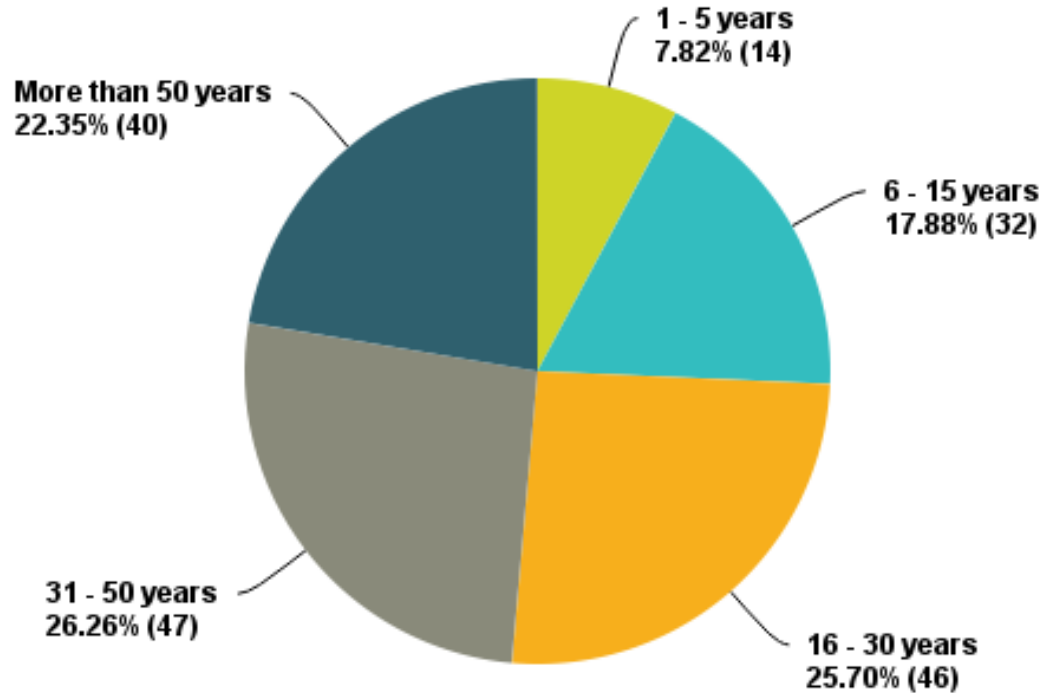
37% of SRA members are full time residents...and increase of 4 per cent over 2014



The SRA Represents the Views of a Broad Range of Southampton Residents.

Composition of the SRA's Membership

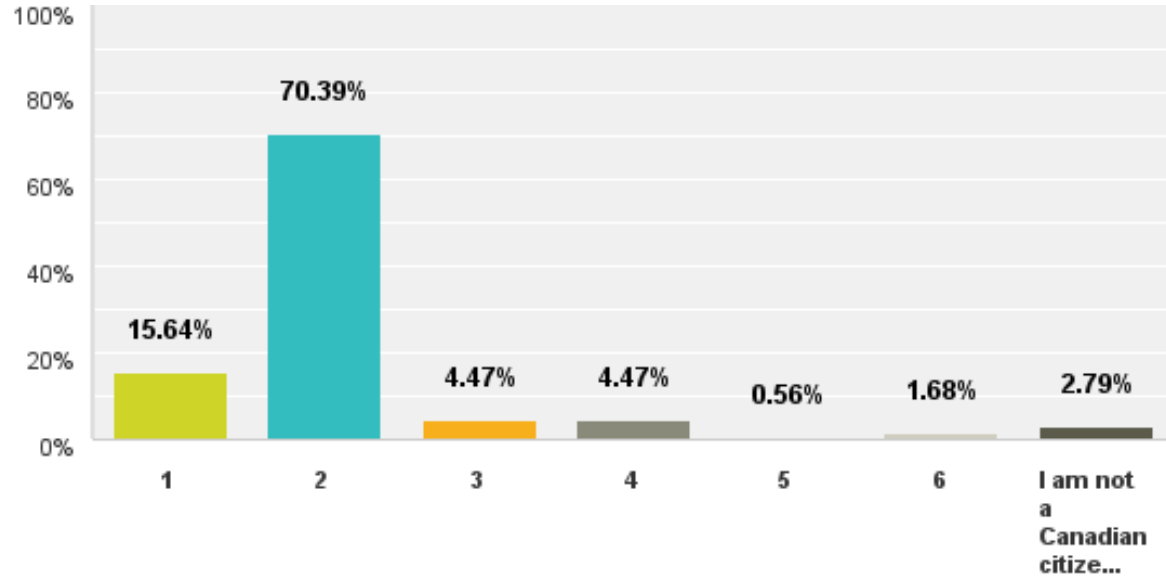
25% of SRA members have owned or rented property in Southampton for under 15 years.



The SRA Represents the Opinions of Long Time and New Residents in Southampton.

The SRA's Voting Strength

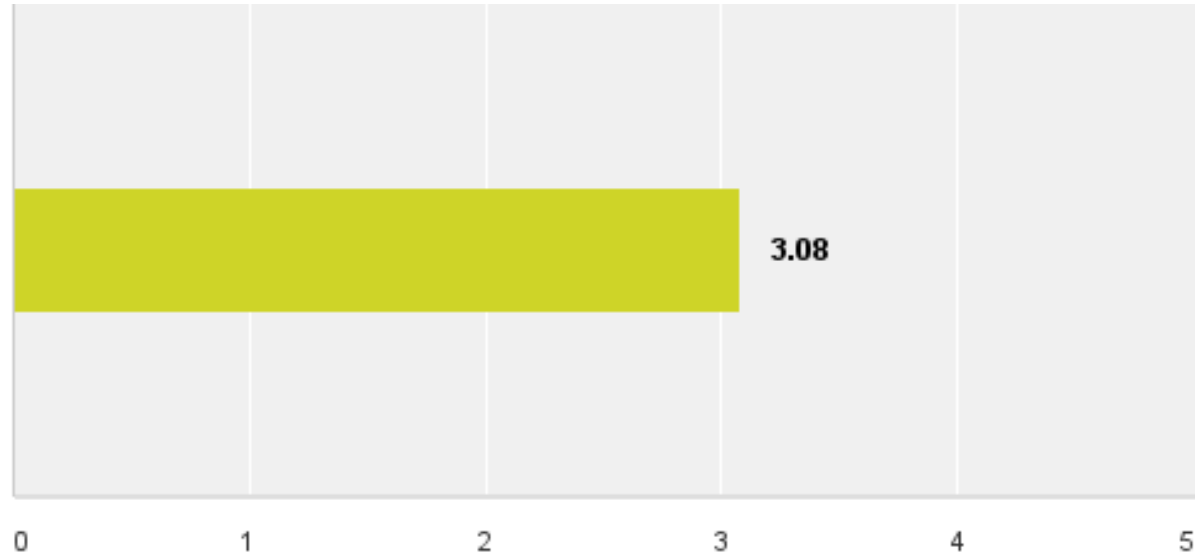
SRA members represent over 750 municipal voters



The SRA Represents a Significant Voice in the Town of Southampton.








The Town is Starting to Head in the Right Direction

31% rated the overall development of the town a 4 or above and 23% rated it a 2 or below.



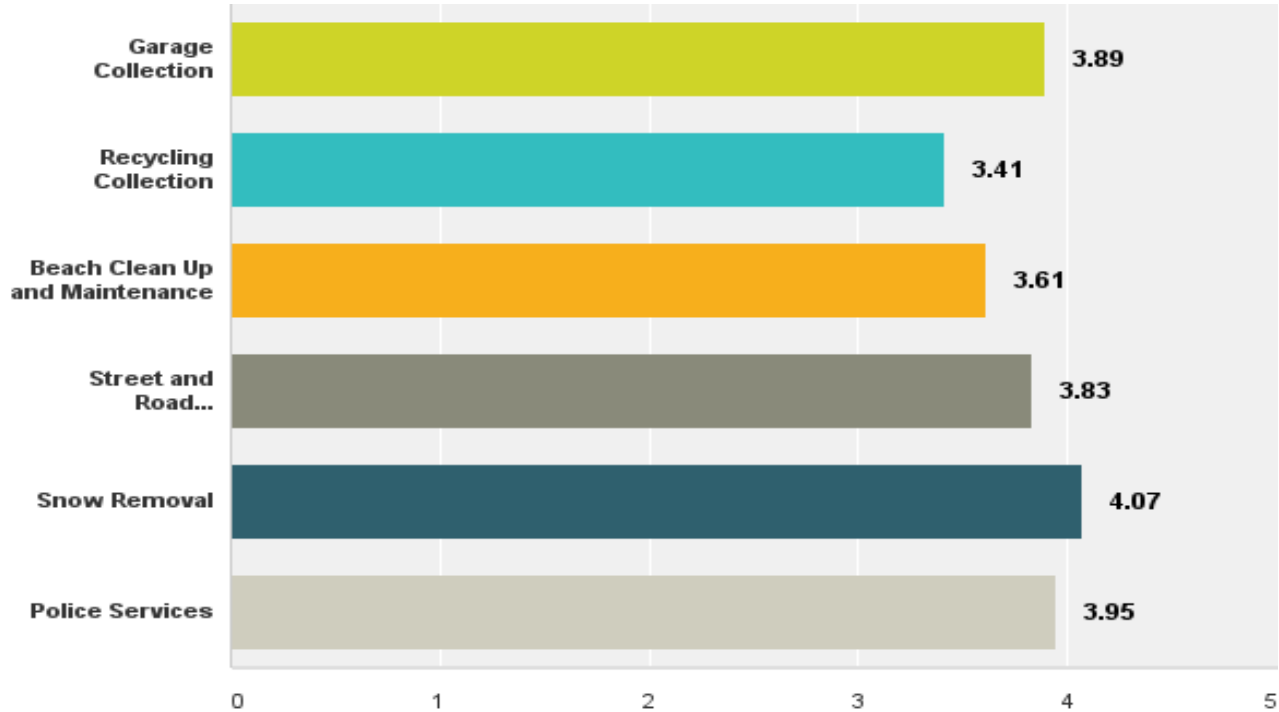
Q5: Our last survey was in 2014. Since that time, on a scale of 1 to 5, with 1 being poor and 5 being excellent, how would you categorize the overall development of the town of Southampton

Issues Confronting the Town of Southampton

	Not Important	(no label)	(no label)	(no label)	Very Important	Total
 Zoning bylaws that seek to protect and promote business on High Street and prevent migration to highway locations.	3.64% 6	2.42% 4	13.33% 22	29.09% 48	51.52% 85	165
 Guidelines for future highway development and commercial growth that require landscaping, low monument-style signage (like Tim Hortons), parking at the rear of buildings, etc. to create an attractive entry to town	3.03% 5	2.42% 4	13.94% 23	25.45% 42	55.15% 91	165
 Availability of Health Care Services and the Development of the Hospital	0.61% 1	2.42% 4	6.67% 11	23.03% 38	67.27% 111	165
 Lake Huron Water Quality and Water Levels Issues	0.00% 0	3.05% 5	7.93% 13	19.51% 32	69.51% 114	164
 Planning for the Waterfront Including Beach Development and Maintenance	3.64% 6	1.82% 3	10.91% 18	20.00% 33	63.64% 105	165
Saugeen Shores' Budgetary Management and Tax Rates	0.00% 0	2.44% 4	17.07% 28	25.61% 42	54.88% 90	164
 General Provision and Quality of Municipal Services.	0.61% 1	3.05% 5	20.12% 33	30.49% 50	45.73% 75	164
Overall Promotion of Bruce County and Southampton as a Vacation Destination	4.27% 7	17.68% 29	29.27% 48	22.56% 37	26.22% 43	164
 Protecting and Improving Property Values in the Community	2.42% 4	3.64% 6	12.73% 21	29.09% 48	52.12% 86	165

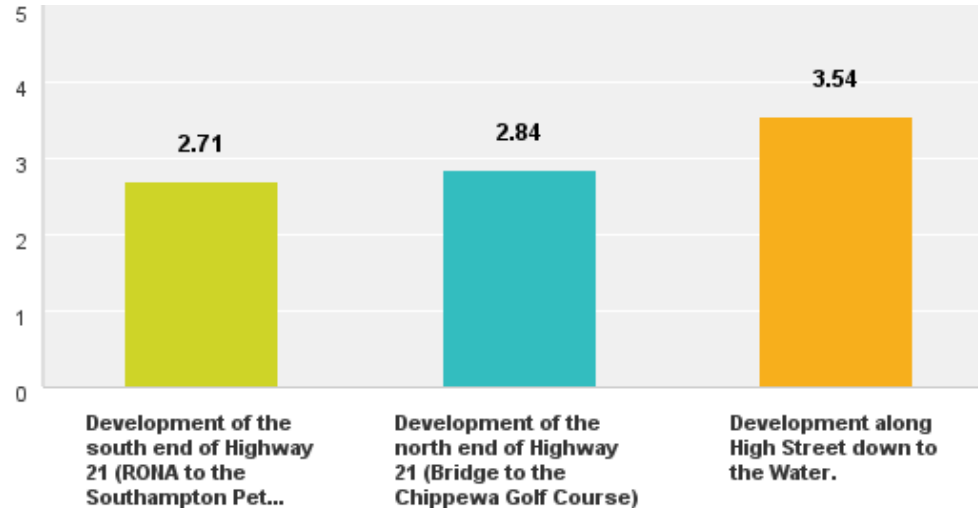
Most SRA Members are Relatively Happy with Town Services...

There are growing concerns around the Town's recycling program



...but SRA Members are not so Happy with Highway Development

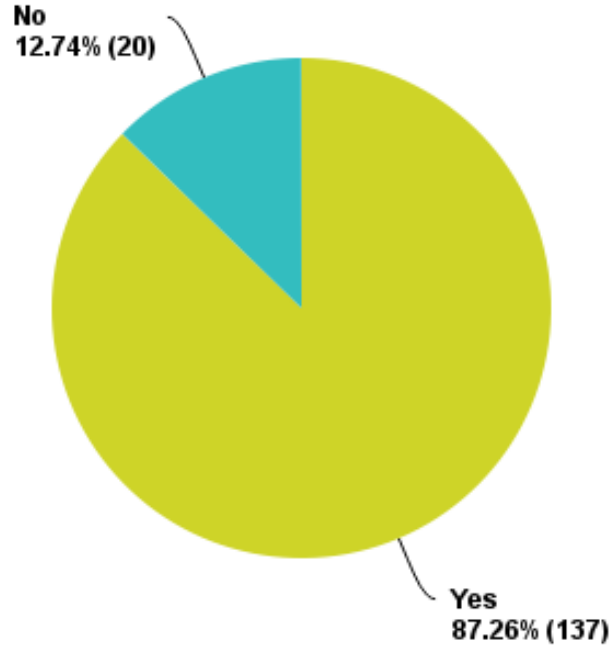
Over 36% of SRA members rated the development along the highway corridors as a 1 or 2. Less than 26 per cent rated it a 4 or 5



Q8: The proper development of the business corridors in Southampton are an essential part of the appeal of the community and are an important means to preserve the unique nature and character of our town. On a scale of 1 to 5, with 1 being strongly disapprove and 5 being strongly approve, how would you rate:

Council Needs to Better Manage Development with Effective Bylaws

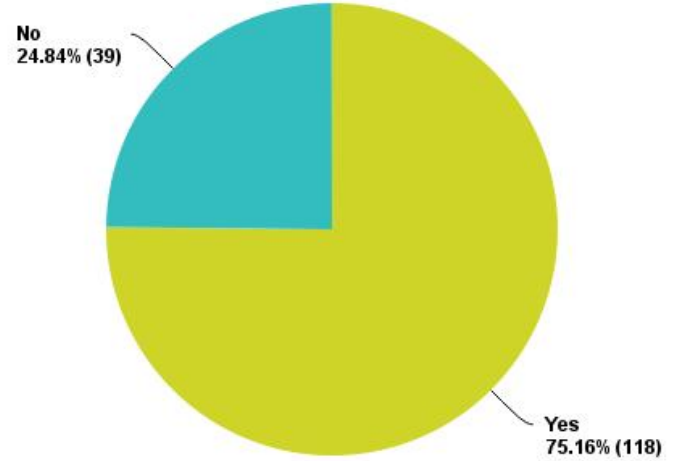
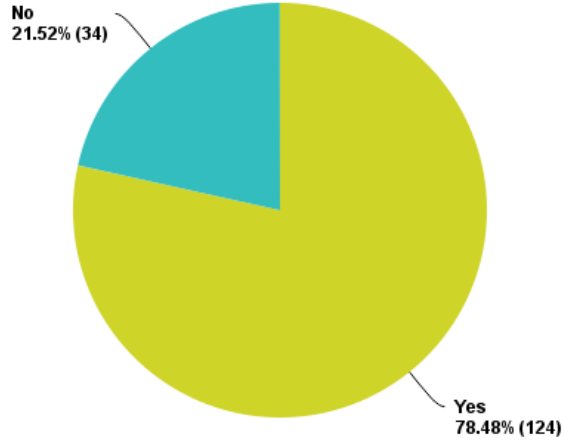
87% of SRA members believe that council should put in place specific bylaws to encourage positive development



Q9: Should Council put in place specific bylaws to control and manage development along these business corridors?

SRA Members Continue to Oppose the Proposed DGR in Kincardine

Want to support the SOS' efforts to oppose the Low and Intermediate Nuclear Waste DGR in Kincardine?

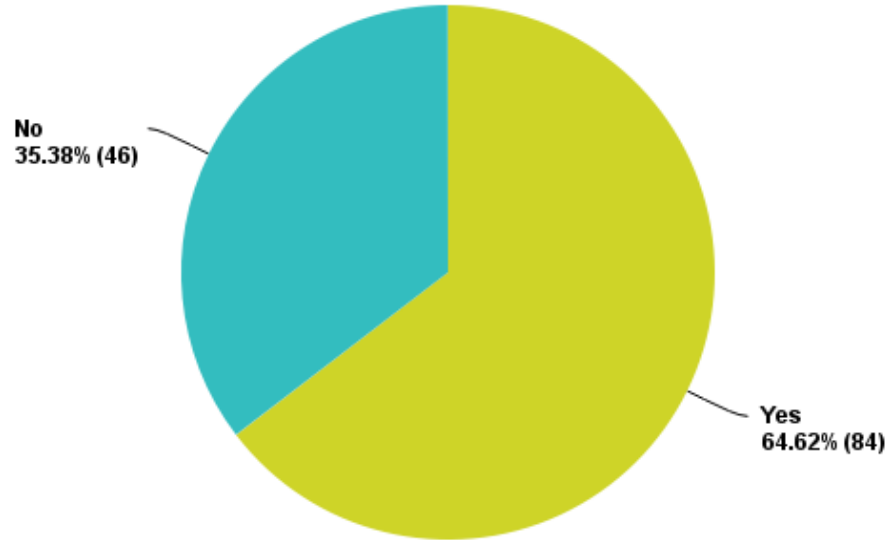


Q10: Do you oppose the proposed Low and Intermediate Nuclear Waste DGR in Kincardine?

Q11: Should the SRA continue to actively support Save our Saugeen Shores' legal and political opposition to the proposed Low and Intermediate Nuclear Waste DGR in Kincardine?

Members Support the Actions and Policies of the Town and Town Council

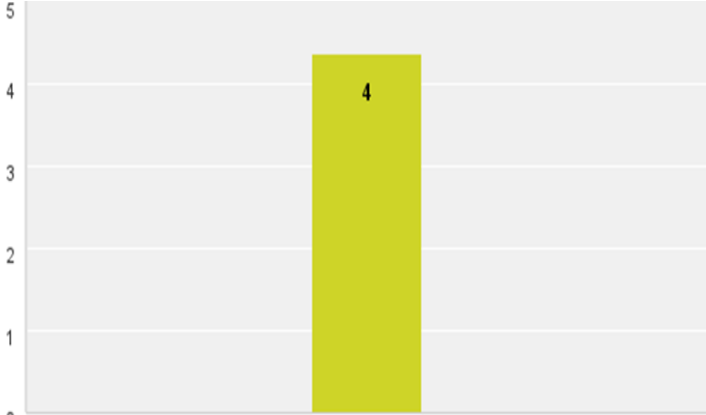
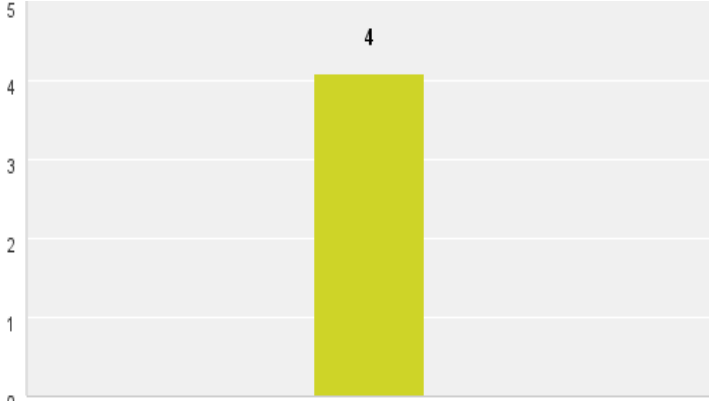
This is a significant improvement as the Council and Town rated 3.8 out of 10 in the 2014 survey.



Q12: Overall, do you support the actions and policies of the Town Administration and Town Council since the last election in 2014?

Members Pleased With the SRA Board and its Ongoing Communications

80% rated the SRA and its Board a 4 or 5. 86% rated the communications a 4 or 5.

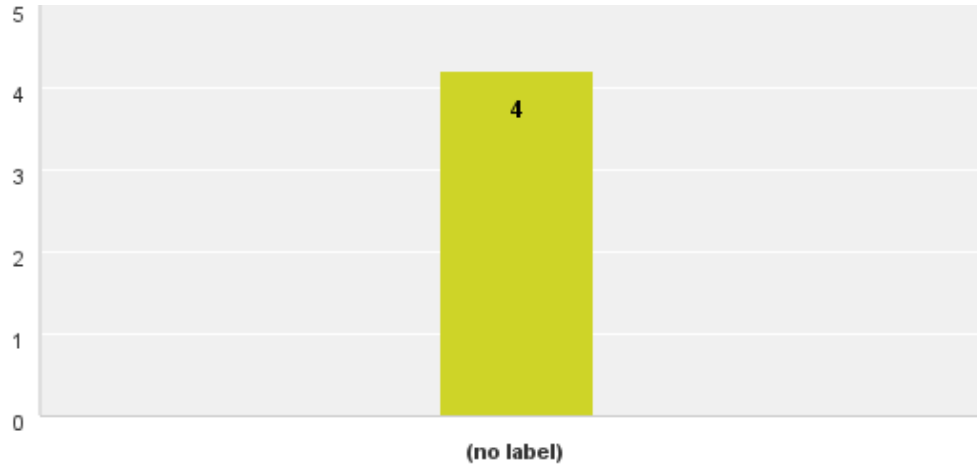


Q15: On a scale of 1 - 5, please rate the performance of the SRA and its Board over the past two years, with 1 being not effective and 5 being very effective.

Q18: On a scale of 1 to 5, with 1 being poor and 5 being excellent, please rate the SRA's ongoing communications with members on issues in the community and actions we are taking to address these.

Members Found Support During the Last Election Helpful

78% of SRA Members Rated the Efforts During the Last Election a 4 or 5...with 5 Being Very Helpful



Q16: During the last municipal election, the SRA undertook to arrange all candidate meetings and publicized voting information to increase voter turnout and awareness. On a scale of 1 to 5, with 1 being not helpful and 5 being very helpful, please rate this effort?

In Conclusion

Strong,
Representative
Membership Base

Right Direction,
Support Council

Health Care, Water and
Water Front
Big Issues

Highway
Development Needs
Control with Bylaws

Recycling Program
Improvements

DGR
Still Opposed

Support
SRA Actions