

Make It Your Hub Survey: Our Methods

What the survey was about

The Brant Community Hub Committee designed a survey that asked members of the Brant community what services or programs they would want to see in the hub.

The survey was 11 questions long. First, we asked demographic questions related to size of family, age of respondent, and postal code. Next, we asked about what people wanted to see in terms of services and supports at the hub, and for inside and outside spaces.

How we distributed the survey

We made the survey available online, and also in a print version. From August 12 to September 12, we shared and distributed the survey through:

- online (Fluid Survey)
- printed hard copies available at 3 locations: Big Bear Convenience, New Life Church and the Brant Avenue Neighbourhood Group (BANG)
- Neighbourhood events (BANG Carnival, Hope House/ BANG Backpack Day)
- Door to door canvassing of residents living adjacent to the park

How we helped people connect with the survey

To make online survey accessible, the Brant Avenue Neighborhood Group made a computer available to community members, and the Neighbourhood Support Worker and Parent Outreach Worker provided any technical support.

To increase response rates, we shared promotional materials about the survey:

- We developed a postcard and letter size flyer that were distributed to over 2000 homes in the Brant Neighbourhood.
- Supporting agencies (GNSC, BANG, and UGDSB) posted links on their websites to the online version of the survey.
- A City Counsellor supported promotion of the survey link through a blog site.

We offered an incentive increase survey participation by creating a ballot with the opportunity to win one of three gift cards. The ballots were separate and not attached to the survey. The survey closed on September 12th.

How we entered and analyzed survey data

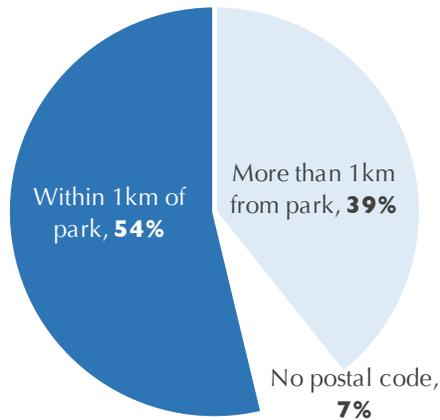
We exported the online survey data from Fluid Surveys. A Health Promotion Specialist (WDG Public Health) entered survey data collected from printed versions, and compiled all surveys in an Excel spreadsheet. Then, a social researcher (Knowledge to Action Consulting Inc.) analyzed the data and created graphs and summaries of the results.

How we are sharing the survey results

We are sharing the results of the survey with the Brant community at an open-space event September 24th, 2016 at the Brant Avenue School. A copy of this results overview will be available on the Brant Avenue Neighbourhood Group website.

Make It Your Hub Survey: Who Responded?

Where is your postal code?

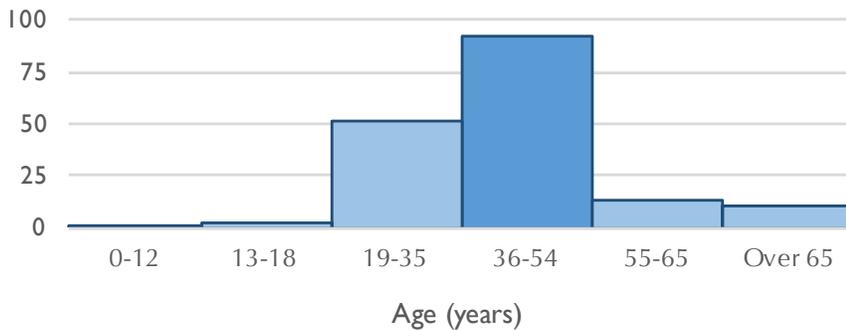


There were 173 surveys completed.

About half of respondents lived within 1km of Brant Ave park.

frequency of responses

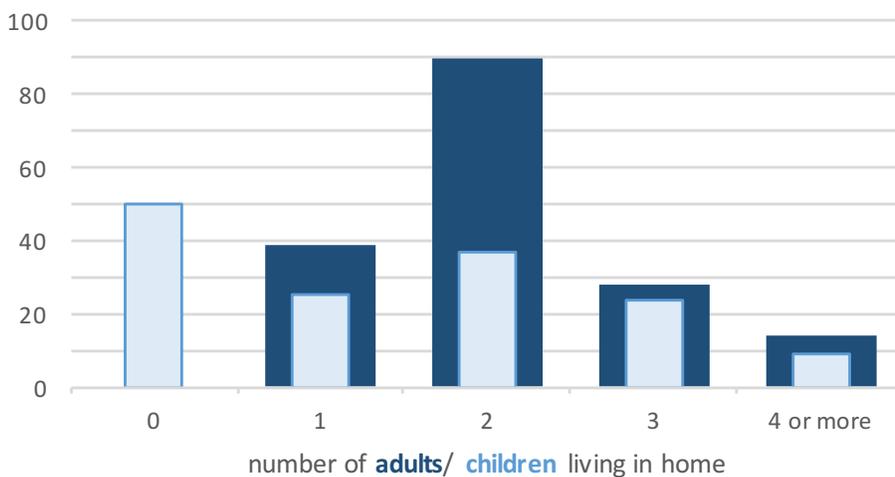
How old are you?



About half of respondents (53%) were between 36 and 54 years of age.

Almost a third of respondents (30%) were between 19 and 35 years of age.

frequency of responses



Most respondents (77%) have 1 or more children at home.

About half of respondents (53%) were living in homes with 2 adults over 18.

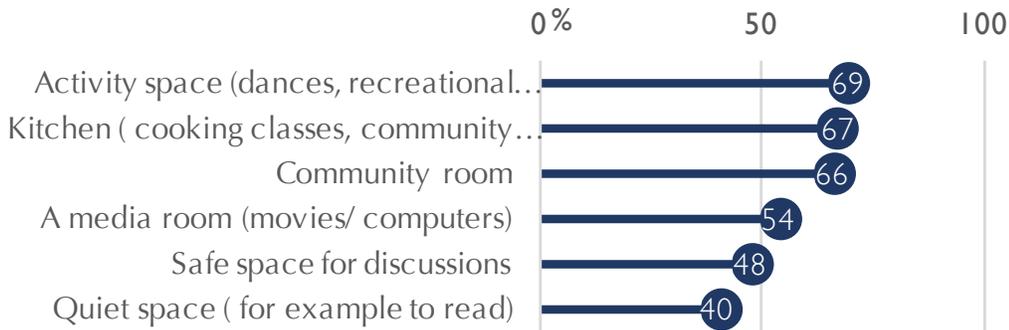
About a quarter of respondents (23%) were in single adult homes.

Another quarter (25%) had 3 or 4 adults living in the same home.

- How many adults (18+) live in your home?
- How many children (under 18) live in your home?

Make It Your Hub Survey: Ideas and Suggestions

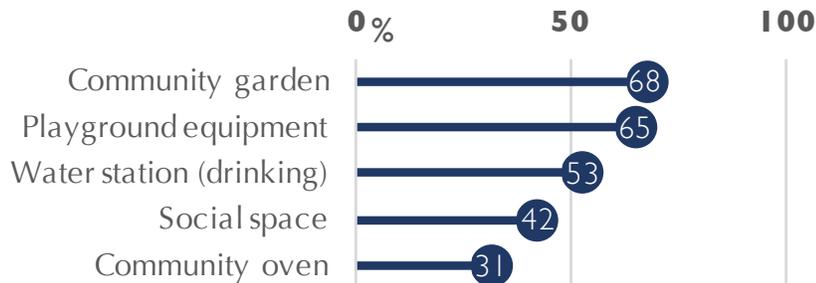
What kind of space did respondents want inside a hub?



Additional ideas were quiet and comfortable space, clinical space, multiuse and flexible space, and large bookable space.

Comments from 6% of respondents prioritized greenspace preservation and other concerns.

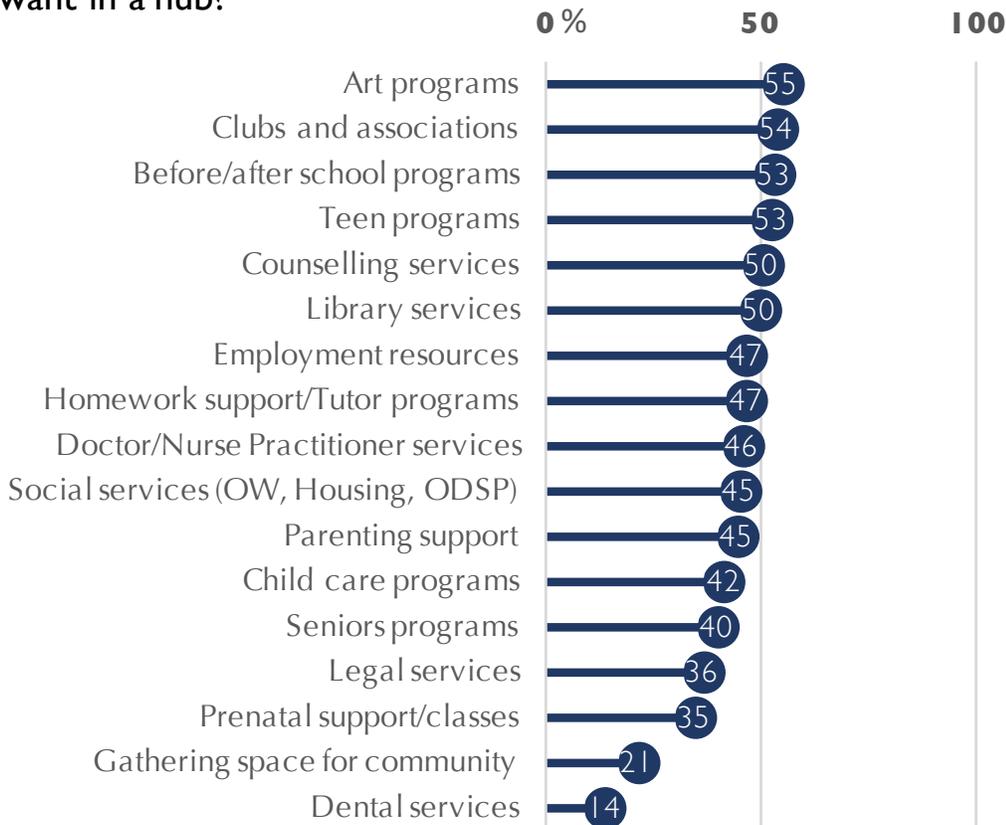
What kind of outdoor space did respondents want by the hub?



Other ideas included a splash pad, shade and sports facilities, and gardening and natural features.

Comments from 4% of respondents prioritized greenspace preservation and other concerns.

What kind of services and supports did respondents want in a hub?



On average, people who responded to the survey picked 7 ± 5 of the 18 listed options for hub services (13% of respondents did not endorse any of the activity options).

Other ideas and suggestions were cooking and nutrition classes and food support, skill building, community building, and wellness activities.

Comments from 8% of respondents prioritized greenspace preservation and other concerns.