

BACKGROUND

A sticker survey was conducted by the South Wilmington Planning Network (SWPN) during Southbridge Weekend festivities on July 16, 2016. About 85 people participated in the survey. A little over half were Southbridge residents.

Survey participants placed stickers on boards to represent whether they agreed or disagreed with various statements. The statements were developed by SWPN affiliates. Southbridge residents were given yellow stickers, while guests received orange stickers. While most people completed all the questions, some did not.



Southbridge Weekend attendees participate in the sticker survey.

This survey is not a scientific sample of public opinion in Southbridge. It is a record of the opinions shared by people who stopped by the SWPN booth that day.

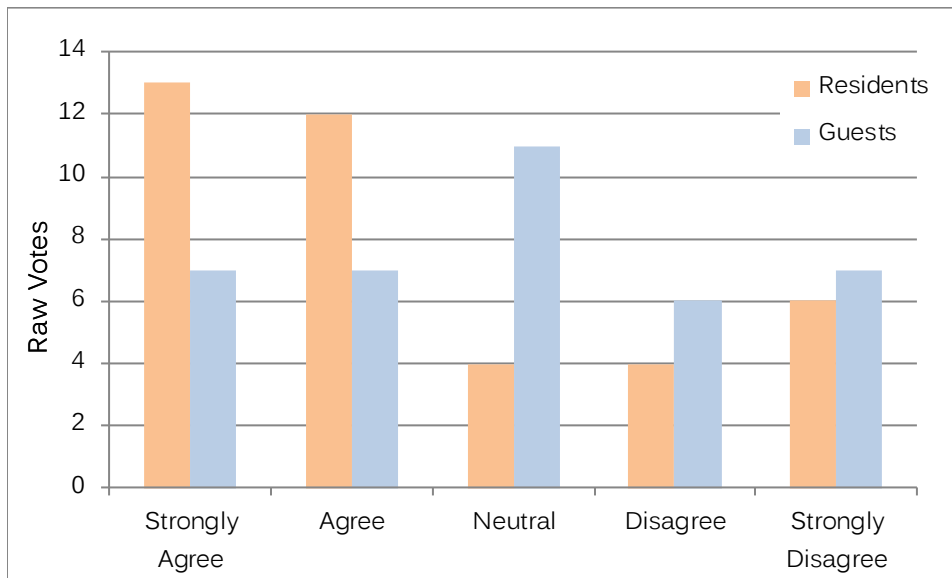
Overall, the survey results are encouraging. Most respondents said they were familiar with the SWPN, felt that a bicycle lane on A Street was a good idea, and said they were becoming more physically active. Half of Southbridge resident respondents have visited the pop up farmer's market and youth farm stand during the past year, and more than that plan to do so again. Crucially, 75% of residents felt that life in Southbridge was better today than one year ago.

RESULTS

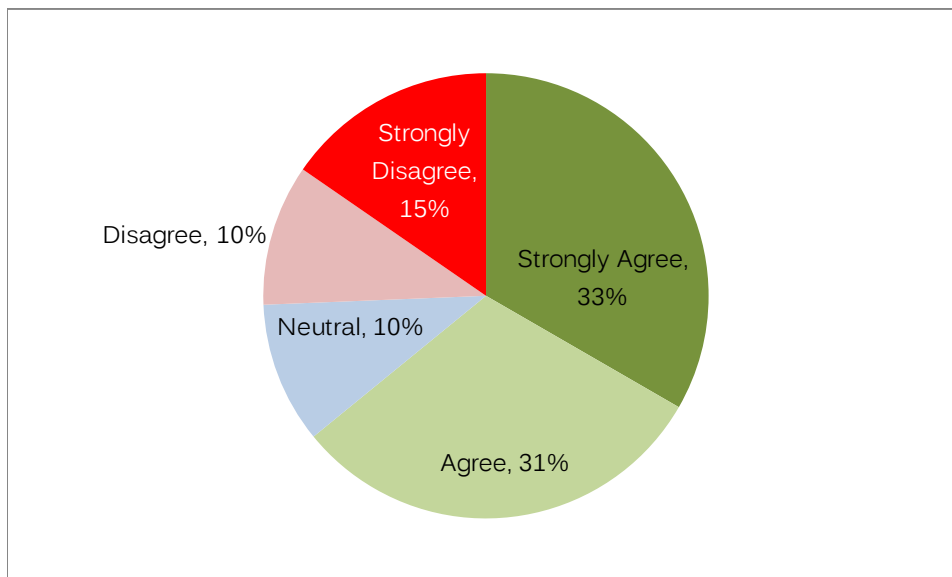
Statement 1:

“I am familiar with the South Wilmington Planning Network”

All Responses (77 responses)



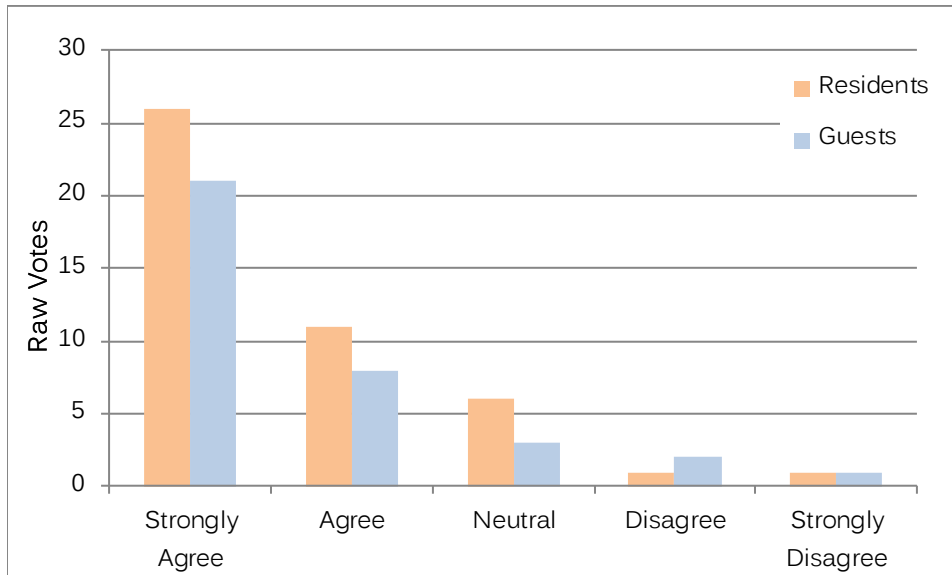
Southbridge Residents (39 responses)



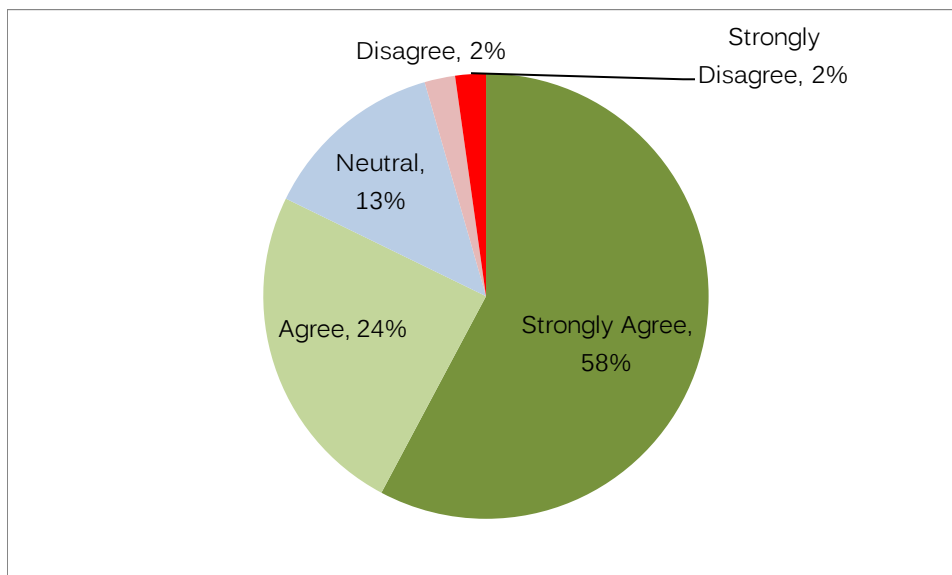
Statement 2:

"I support putting a painted bicycle lane on A Street to connect with planned bicycle markings on NC Ave."

All Responses (80 responses)



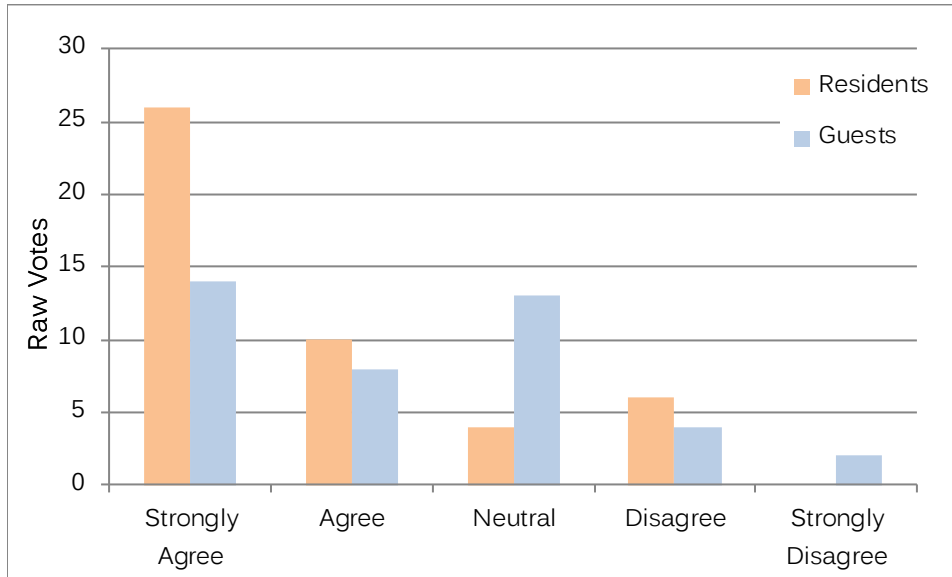
Southbridge Residents (45 responses)



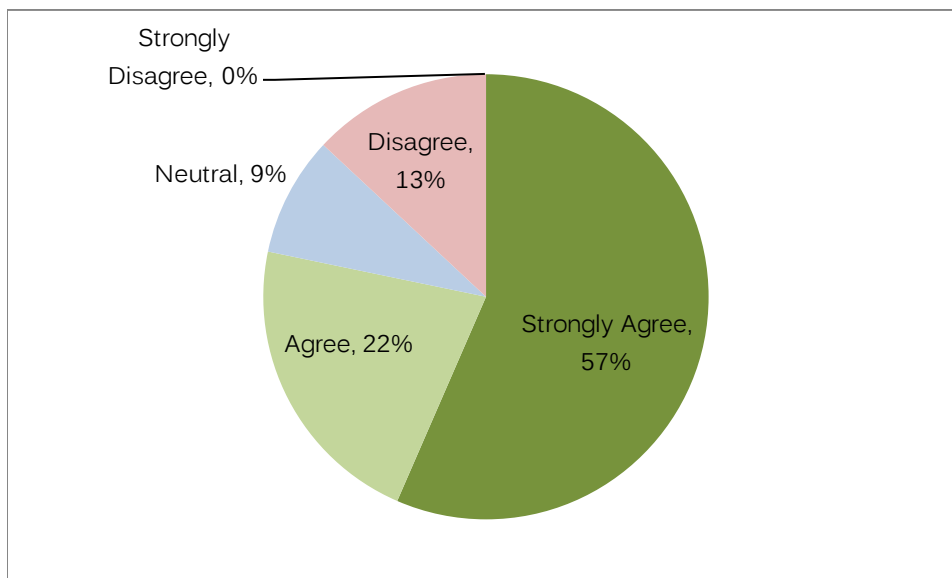
Statement 3:

"I am more physically active today than I was one year ago."

All Responses (87 responses)



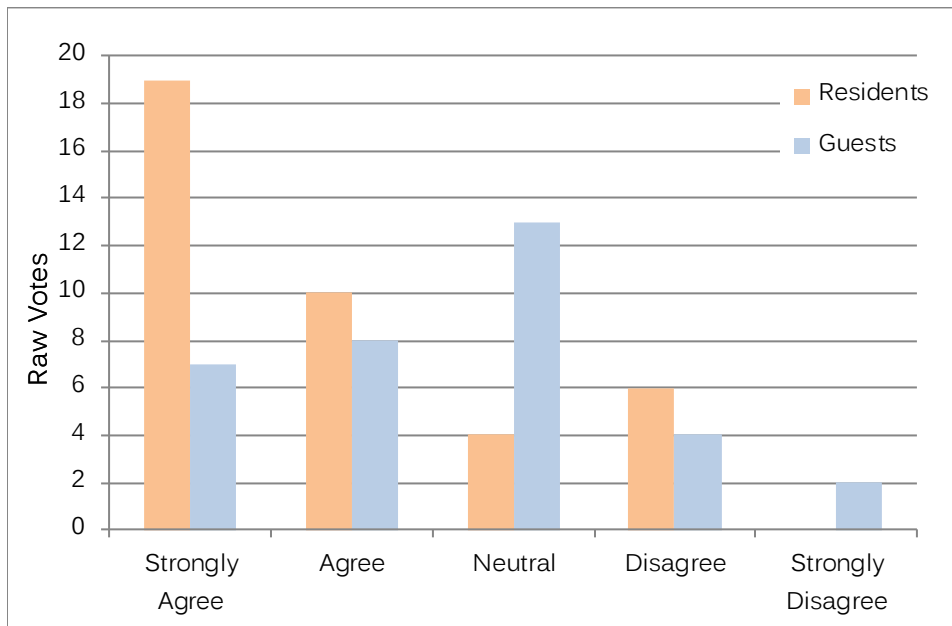
Southbridge Residents (46 responses)



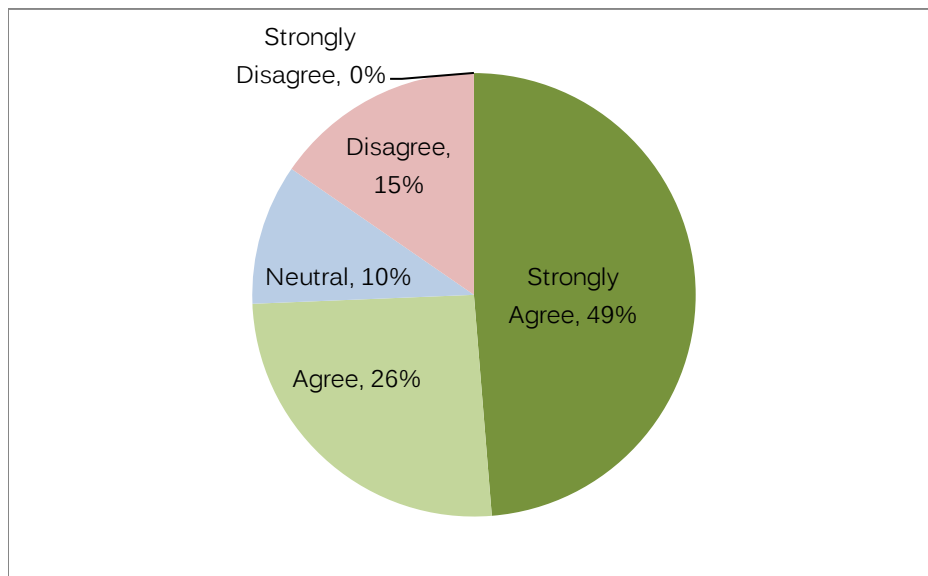
Statement 4:

“Life in Southbridge is better today than it was one year ago.”

All Responses (73 responses)



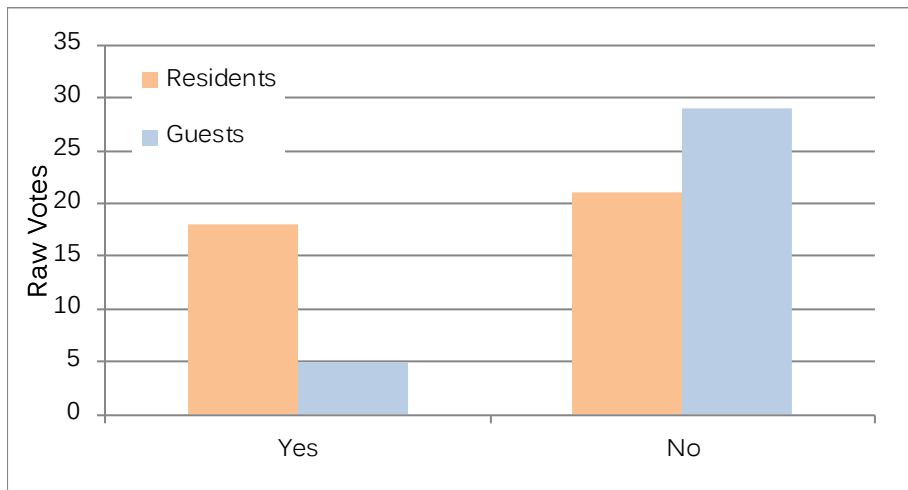
Southbridge Residents (39 responses)



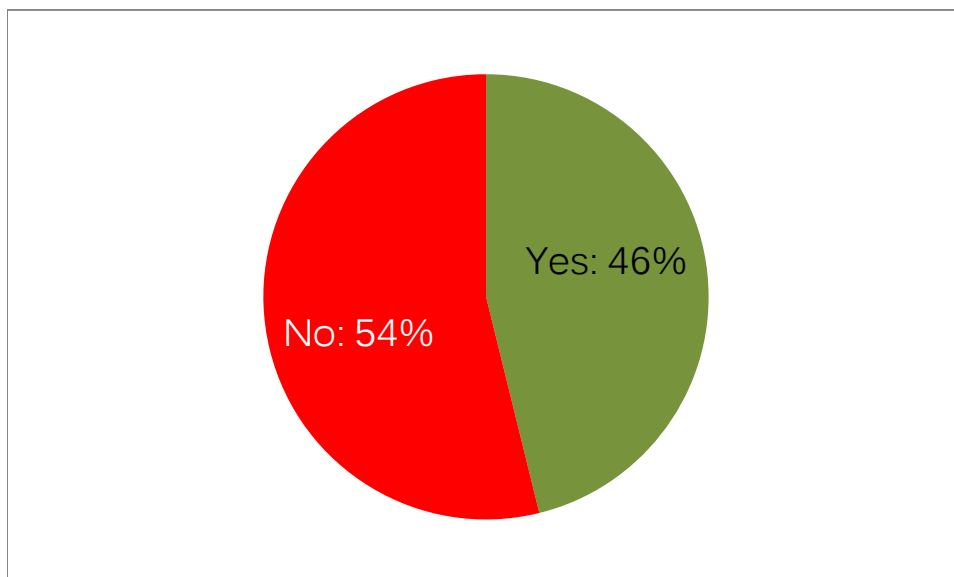
Statement 5:

"I visited the pop up farmer's market this past year."

All Responses (73 responses)



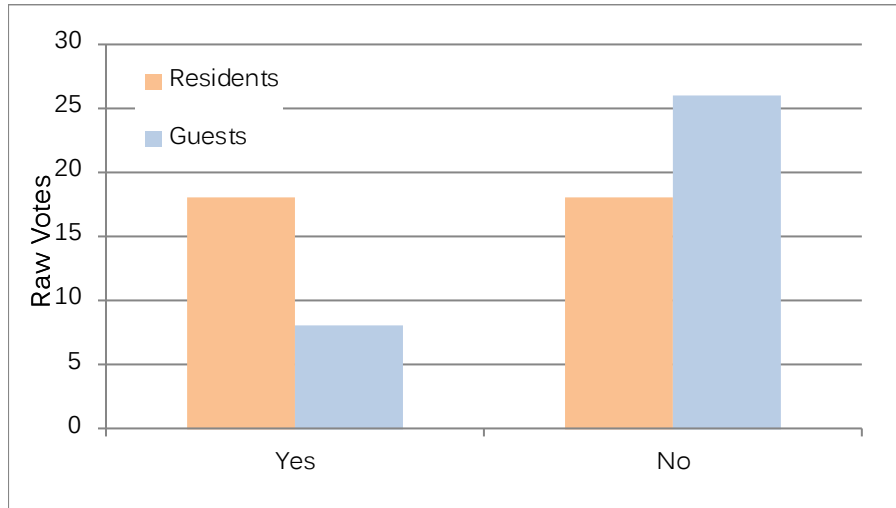
Southbridge Residents (39 responses)



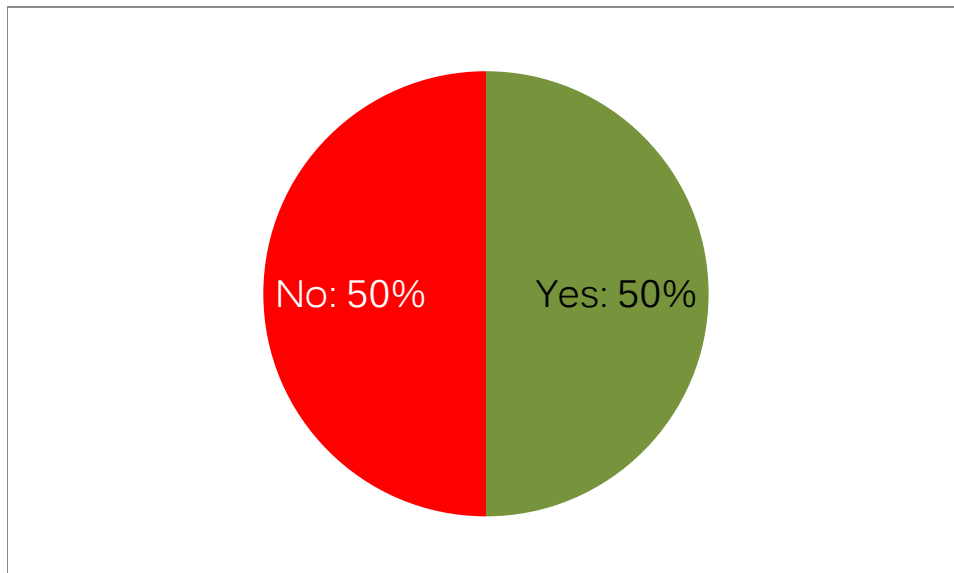
Statement 6:

"I visited the youth garden farm stand this past year."

All Responses (70 responses)



Southbridge Residents (36 responses)



DISCUSSION OF STATEMENTS 5 & 6

There were follow-up statements to statements five and six in the sticker survey. One was, "I will visit the pop up farmer's market again." The other was, "I will visit the youth garden farm stand again." Responses were **only** requested of those who said they had visited the pop up farmer's market, or youth farm stand.

While this stipulation was emphasized on the sticker survey, many ignored it. Too many stickers were placed in response to the two follow-up statements. For example, 18 Southbridge residents said they visited the pop up farmer's market during the past year. So only these 18 respondents should have answered the follow-up question. Unfortunately, 29 did so.

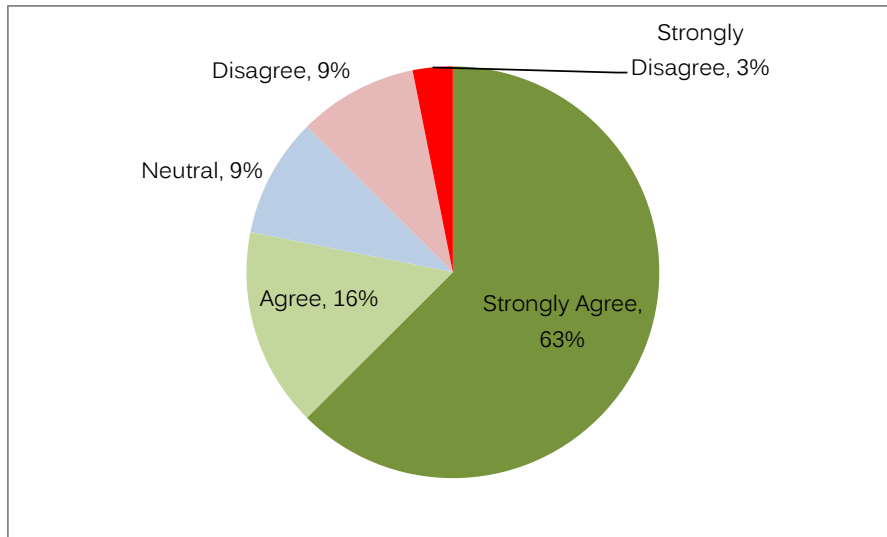
Because the survey was compromised, we do not present the full results here. Despite the misinterpretation, however, it should be noted that there was strong support for visiting both the market and farm stand. About 80% of Southbridge residents responding to the follow-up questions said "yes," they would visit both again; about 68% of guests responded positively in the same manner.

SOUTHBRIDGE RESIDENTS RESPONSE TRENDS

"I am familiar with the South Wilmington Planning Network"

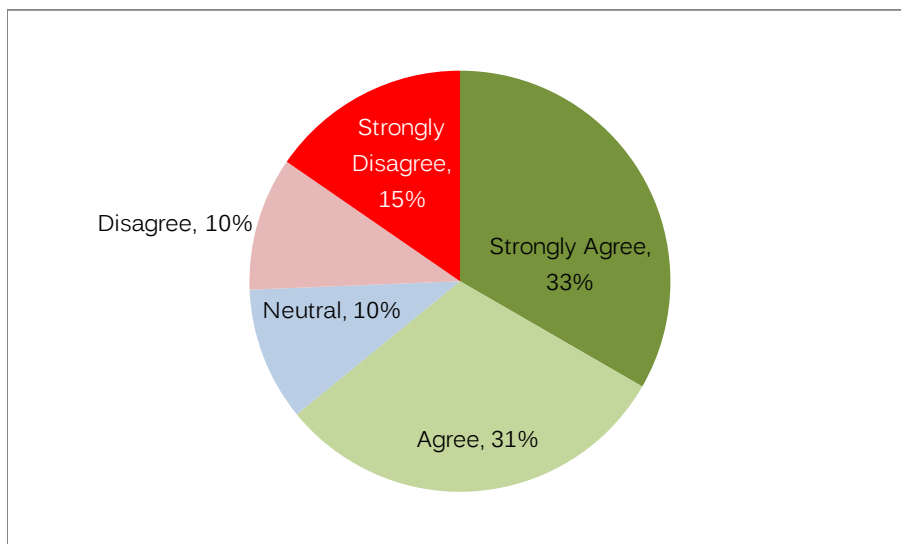
2015

(32 responses)



2016

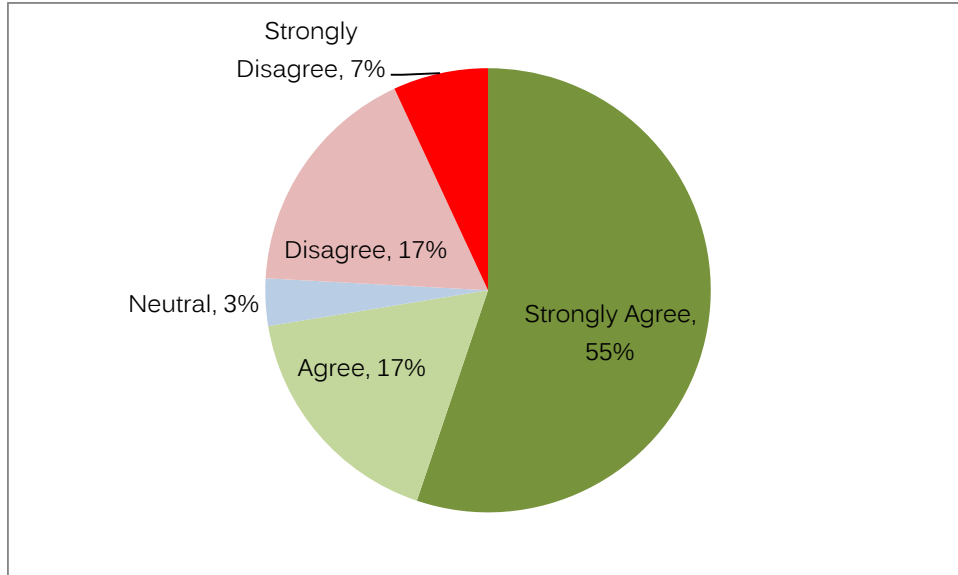
(39 responses)



"I am more physically active today than I was one year ago."

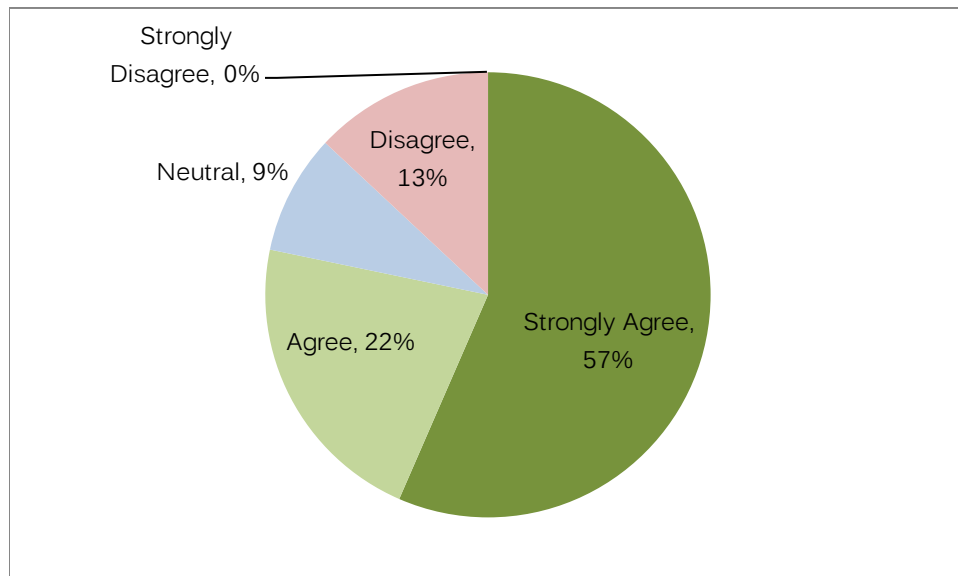
2015

(29 responses)



2016

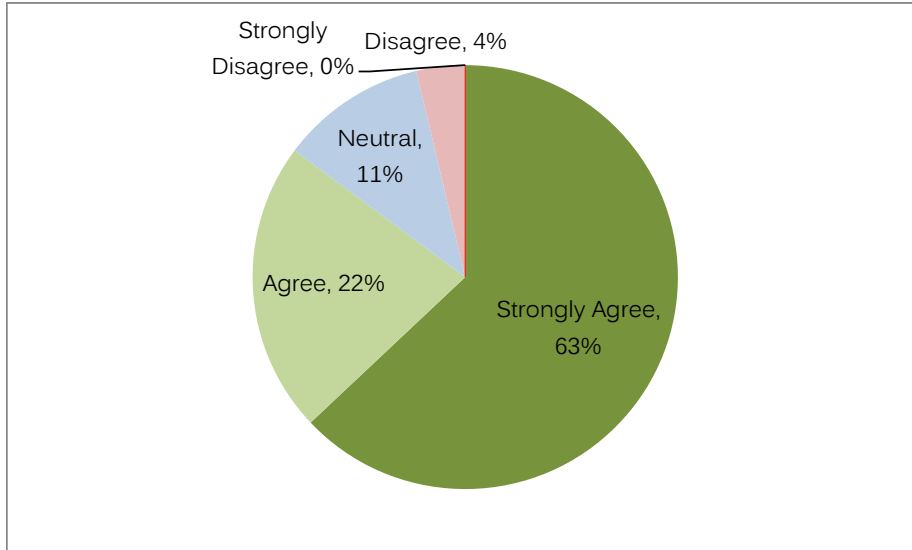
(46 responses)



"Life in Southbridge is better today than it was one year ago."

2015

(27 responses)



2016

(39 responses)

