

BACKGROUND

A sticker survey was conducted by the South Wilmington Planning Network (SWPN) during Southbridge Weekend festivities on July 18, 2015. About 60 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. There was an optional write-in section, but no one took advantage of that.



A Southbridge Weekend attendee participates 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.

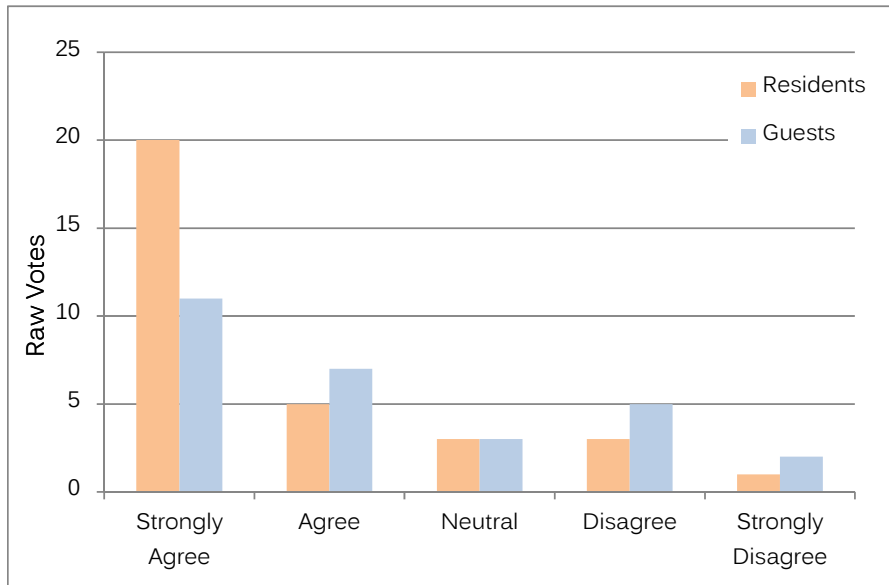
Overall, the survey results are very encouraging. Most respondents said they were familiar with the SWPN, felt that nutrition education was important, said they were becoming more physically active, and said that they were familiar with the Southbridge Farmer's Market and community dinners. Crucially, 85% of residents felt that life in Southbridge was better today than one year ago.

RESULTS

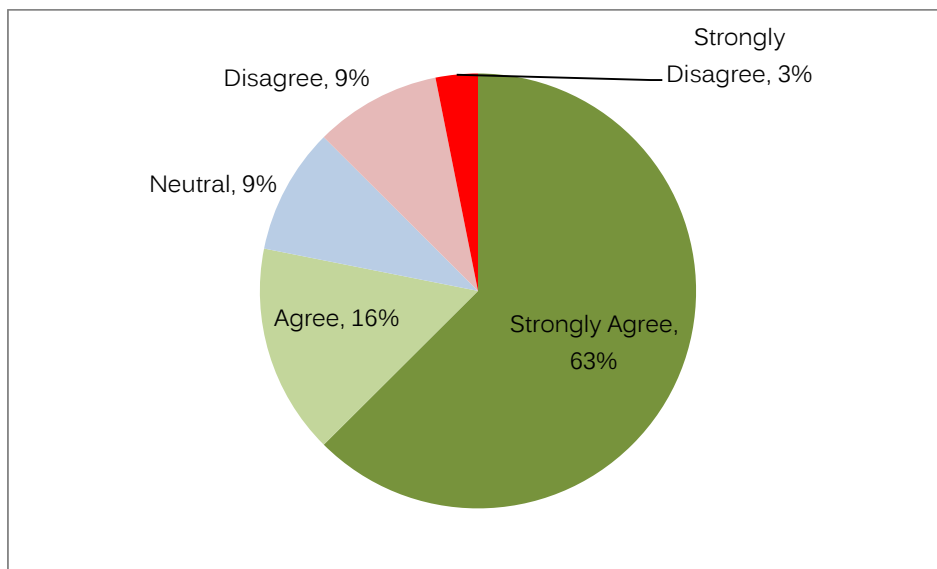
Statement 1:

"I am familiar with the South Wilmington Planning Network"

All Responses (60 responses)



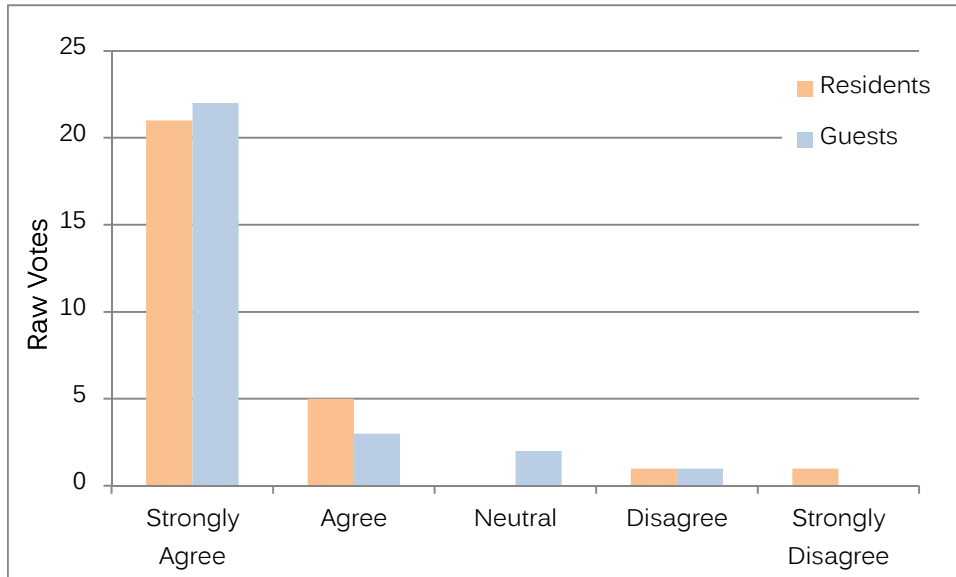
Southbridge Residents (32 responses)



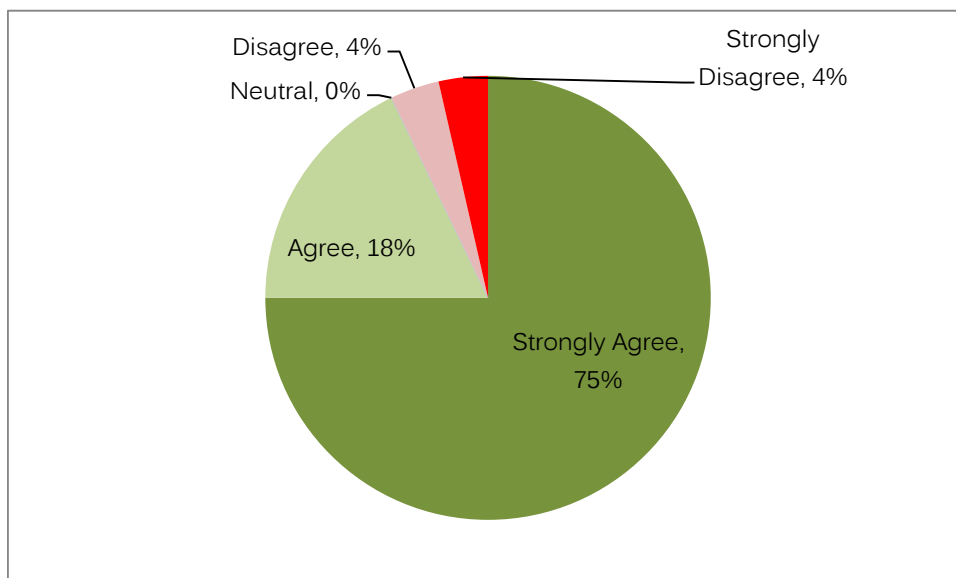
Statement 2:

“Nutrition education is important to me.”

All Responses (56 responses)



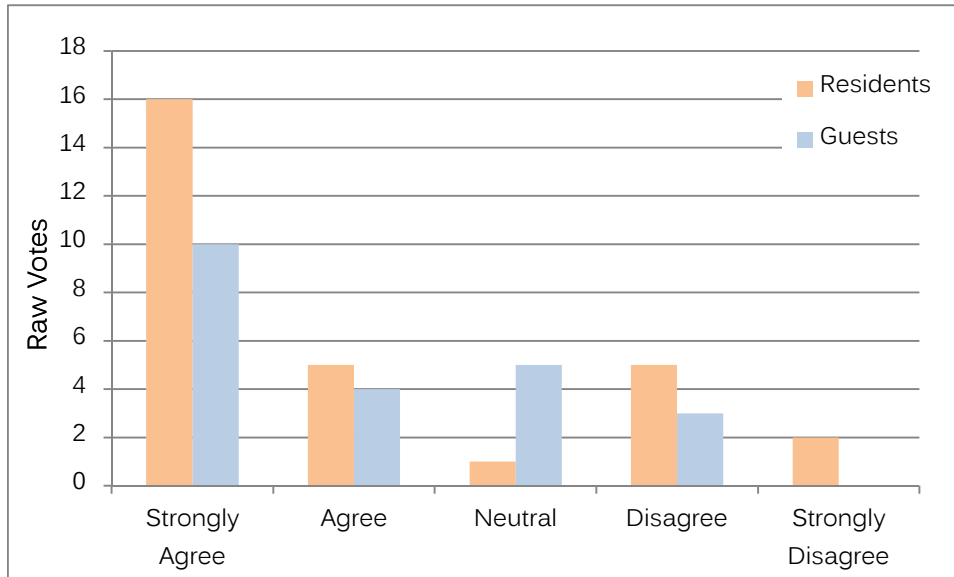
Southbridge Residents (28 responses)



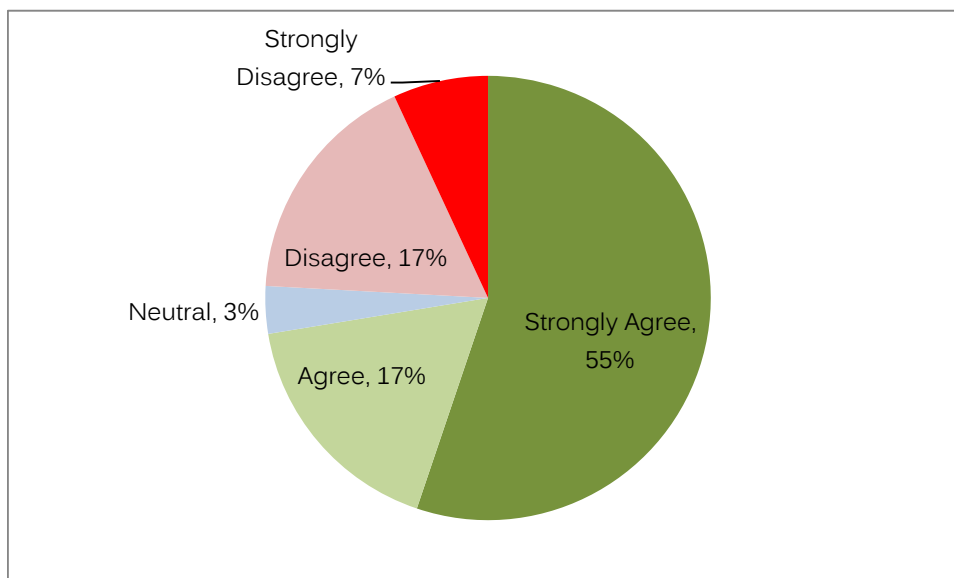
Statement 3:

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

All Responses (51 responses)



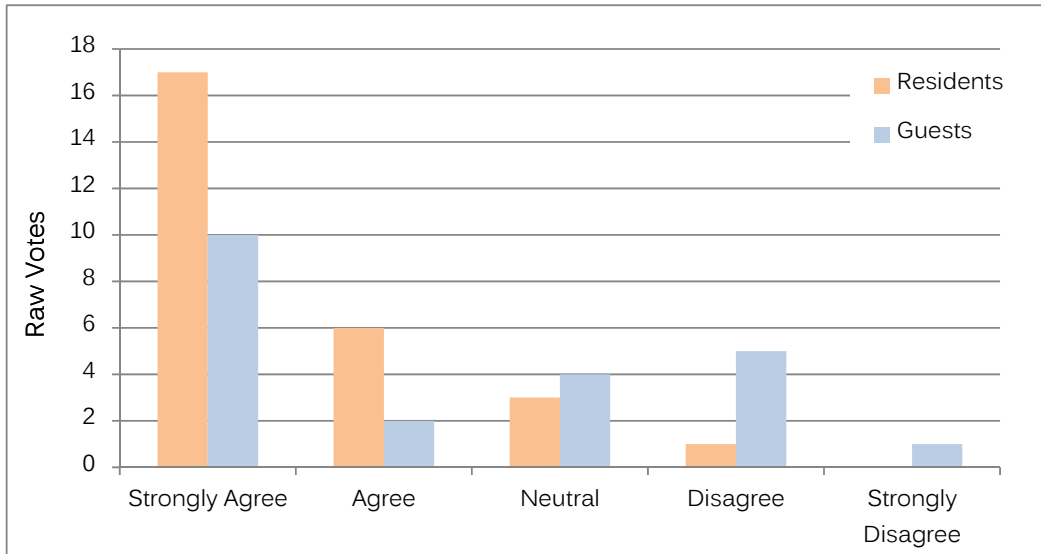
Southbridge Residents (29 responses)



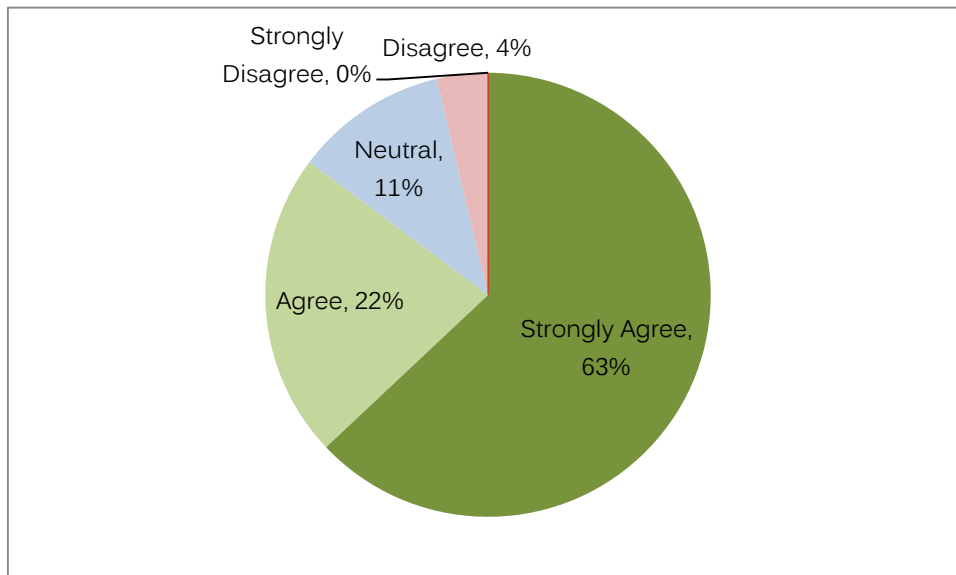
Statement 4:

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

All Responses (55 responses)



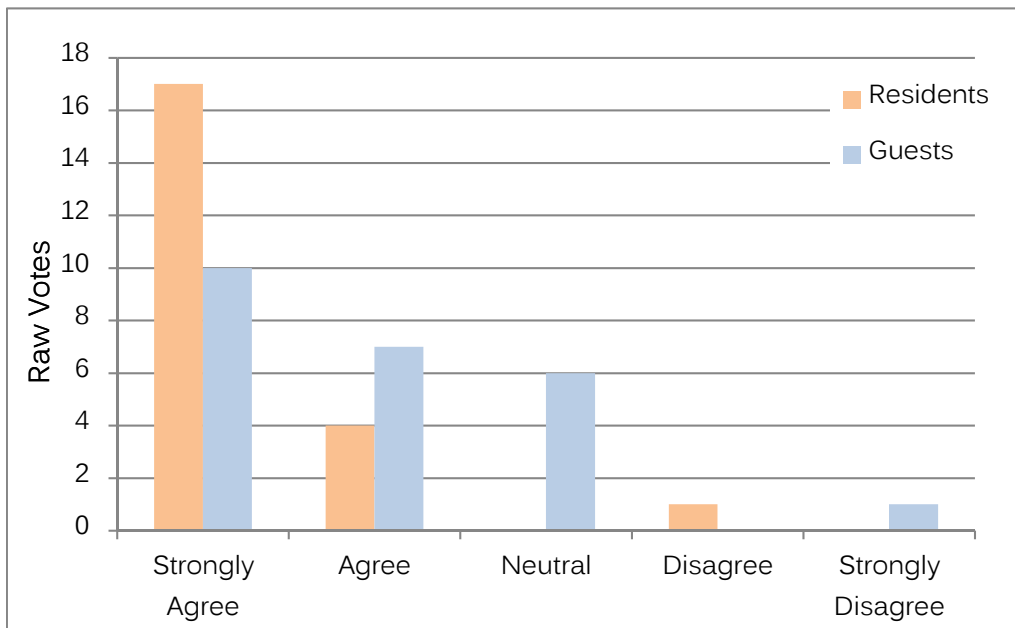
Southbridge Residents (27 responses)



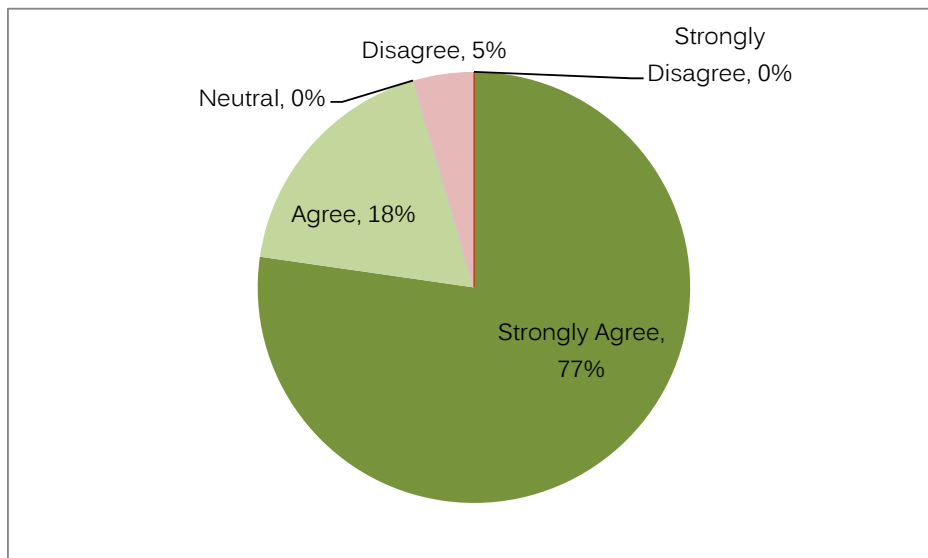
Statement 5:

"I am familiar with the Southbridge Farmer's Market."

All Responses (46 responses)



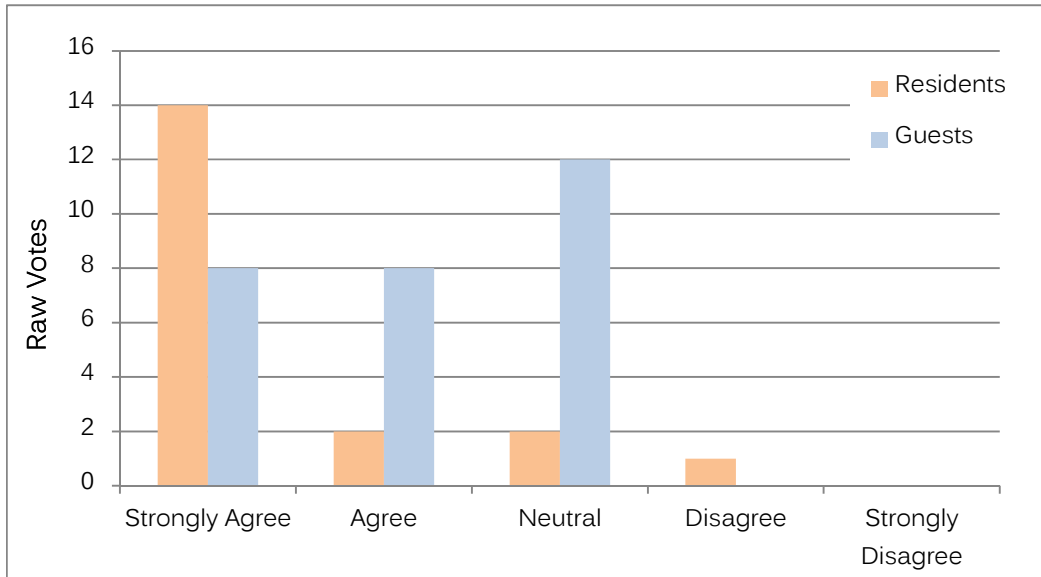
Southbridge Residents (22 responses)



Statement 6:

"I am familiar with community dinners."

All Responses (41 responses)



Southbridge Residents (19 responses)

