

Survey Notes

Survey Results — *More Details*

The *Community Vision Choices Survey* contained draft Vision directions, created from the community workshops. All households, businesses, and property owners received a copy — either as part of the general survey, or a specially marked copy as part of the random survey. Over 1600 people responded in all. The purpose of the random survey was to confirm the results of the general survey. The statistical validity of the random survey was confirmed by an outside survey firm.

Because the general and random results matched closely, the numbers shown with each Vision direction in this document are the **combined results** of both surveys. The numbers are shown as a percentage of the total vote, always in the following order: **agree/neutral/disagree**.

Each direction was assigned a category of support when the survey results were tabulated. These categories were used to determine which directions City Council approved:

Support: These directions have been approved by City Council. They had a majority of people agree with them in both surveys. For the general survey, this was 50% plus 1. For the random survey, this was 56%, because the random survey margin of error is + or - 5%. (Disagree votes for directions labelled support were in all cases less than 37%.)

*Note: There are directions which show 50% or more agreement in the combined result, that are **not** noted as support. These were cases where either the general or random survey achieved a majority but the other did not.*

Included with the supported and approved directions are two **Revised Directions**, derived from the survey results and explained in the text. These were also confirmed as statistically valid by the outside survey firm.

Non-support: These directions were not approved by City Council. Non-support means there were more disagree votes than agree votes, in both the general and random surveys.

Uncertain: These directions were also not approved by Council. They had more agree votes than disagree in at least one of the surveys, but did not meet the above criteria for support. However, in recognition of the number of respondents who did agree, they are followed by comments.

A *Survey Background Report* is also available with complete survey methodology and tables.