

Report on a Community Survey  
of  
Bay St. George South, Newfoundland

Prepared for “Enlarging the Circle”

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Dr. Ivan Emke  
Associate Professor  
Social/Cultural Studies  
Sir Wilfred Grenfell College  
Memorial University of Newfoundland  
Corner Brook, NL  
A2H 6P9

(709) 637-6200, ext. 6322

Fax: (709) 639-8125

E-mail: [iemke@swgc.mun.ca](mailto:iemke@swgc.mun.ca)

## **Introduction**

One of the elements of the “Enlarging the Circle” project, from its inception, was the inclusion of some way of learning more about the rural communities in which we were operating. From our past experience, we had some ideas about the views and feelings and challenges of rural Newfoundlanders, but this was based on our direct contact with a sometimes-limited subset of a community. It was felt that there would be a benefit in gathering information on the rural experience in the midst of changes. We wanted to know more about the residents’ perceptions of their community and its future, their strength of association with the community, their level of confidence in themselves and their neighbours, and their attitudes toward leadership. If some standard questions on demographic variables were included, we could see if attitudes and perceptions were related to standard variables such as gender and age and length of time in the community.

Beyond this basic information, we were also aware that there had been a gap in our evaluation of previous communication events. We knew about the experience of people who were involved in the events, but we knew little about the audience “out there.” Who was listening? And, more importantly, were the programs having any effect on their confidence in the community? Were they helping to renew their sense of the future potential of their community? This could be coupled with basic data on the respondents’ use of media in general, which would help in planning future events and in focusing the content of the programs.

We were aware of some research literature on rural communities, including Statistics Canada’s Community Profiles and the Newfoundland Government’s Community Accounts. However, these data bases are limited (and sometimes several years out of date). For these reasons, we included a community survey in our original proposal (the survey was referred to as a “zap survey,” referring to a quick snapshot of a community just after a communication event).

When the project was funded, including the survey, we spent some considerable time thinking about which community or communities would be good sites for such a survey. A draft of the questionnaire was widely disseminated in several communities, and among development workers, to assist in refining the questions. It was decided to conduct the survey in the communities in Bay St. George South, which had had three radio events between late February and late March. It was also a set of communities which formed a clear geographic area, and which was served by both a Zonal board and a regional development association.

A survey was sent to each household in the region (there are seven postal outlets which serve the region). In total, 677 surveys were sent out, and 103 had been returned by June 30. We needed to wait until the final radio event had taken place (on March 29) before sending out the surveys, but this meant that the time to collect, input and analyze the data in time for a report has been very short.

In addition to sending the results of this survey to the partners in the project, there are plans to present it during a public meeting in Bay St. George South, as well as to students at the local school (E.A. Butler). This is one way of reporting back to the community, and taking advantage of their interpretations of the findings.

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## Survey Results

These results are presented in the same order in which they appeared on the questionnaire. Since not all respondents answered all of the questions, there is a note about the number who answered each specific query (represented as “n=92,” for example, which means that 92 people answered that question). In some cases, the number of people who did not answer (or did not know of an answer) is reported.

For many questions, both the frequency and the percentage are reported. The frequency is the number of respondents who chose that particular response. The percentage is based on the number of people who answered the question. (Thus, if 70 people answered a question, and 35 of them answered “yes,” then the percentage is reported as “50%”. This is referred to, by some, as the “valid percent.”)

Some analysis of the questions is included in the reporting below, and a short summary of conclusions is included at the end. The original survey is also appended to this report.

Any comments or questions are most welcome, and should be directed to Ivan Emke (address information is on the title page).

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### The local community radio events

1) Were you aware of the community radio events which were broadcast in Bay St. George South on 104.7 FM?

n=103	Frequency	Percent
Yes	92	89.3
No	11	10.7

**The awareness levels of the broadcast were quite high, although it had built throughout the three events, held several weeks apart. In spite of these events, just over 10% still were not aware of the radio programs.**

2) Did you listen to any of the community radio events on 104.7 FM?

	Frequency	Valid Percent	No answer, or did not know about the broadcast
Listened on March 29	68	68.7	13
Listened on March 8	47	50	28
Listened on February 22	50	51.0	20

**The third broadcast had the largest listenership, according to this study. If more people had known about the first two broadcasts, however, the figures may have been more similar across the three events.**

**One respondent reported that they did not listen as they could not receive the signal, and several wrote in that the reception was not good (especially the interview segments which were done via remotes). I also received a telephone call from a person in the area who said he would not complete the survey because he could not hear the broadcast.**

3) Approximately how many hours did you listen in total?

**Those who listened to one or more of the radio broadcasts reported being tuned in for an average of 6.6 hours. The answers ranged from 17 minutes to 28 hours. This represents a significant amount of listening, and the ability of the programs to maintain interest throughout the event.**

4) How did you originally find out about the radio events?

N=90	Frequency	Percent
Flyer in mail from Dev Assoc	41	45.6
Conversations/word of mouth	33	36.7
From EA Butler school	6	6.7
Was involved in the broadcast	5	5.6
Poster	4	4.4
Radio	1	1.1

**In this community, a key communication device is the use of a newsletter/flyer from the Bay St. George Development Association. However, word of mouth was also very important in spreading the word about the event. The implications of this for future events suggests that a range of promotion devices need to be used to develop listeners, but that informal communication channels are critical (rather than formal channels such as radio promotional spots or posters). These latter devices can confirm the importance of the event for potential listeners, but the news is more efficiently spread by local channels (such as the Development Association).**

5) Did you participate in any way (as a guest, a caller, a volunteer, a host, etc.)?

N=98	Frequency	Percent
Yes	19	19.4
No	49	50
No, but would participate next time	30	30.6

**The results here bode well for future broadcasts, with over a quarter of respondents saying that they would be willing to participate in future events (even though they were not involved this time).**

6) What segment or interview was of most interest to you?

N=60	Frequency	Percentage
Music/local talent	20	33.3
Seniors talking	13	21.7
All was of interest	5	8.3
Local focus on issues	5	8.3
Interviews	4	6.7
John McPherson	4	6.7
Local history	4	6.7
Not sure	2	3.3
Youth issues	1	1.7
Fishing derby	1	1.7
Interview re: middle east	1	1.7

**One of the principles of putting together a community broadcast has included the importance of cultural celebration, of the participation of local musicians. The results from this question clearly show the value of this approach, as the most-cited content was music. In addition, the high evaluation of program segments with seniors discussing their experiences was a vindication of the importance of including all of the generations. Even as the youth are running the equipment, and participating in other ways, the seniors are also a part of the program mix.**

7) What was the most important issue covered in the radio broadcast?

N=53	Frequency	Percentage
Local issues	27	50.9
Not sure	9	17
Economic development	7	13.2
Youth	2	3.8
John McPherson	2	3.8
Music	1	1.9
Fire protection services	1	1.9

Ecosystem management	1	1.9
Outmigration	1	1.9
Issues on the war	1	1.9
Community History	1	1.9

**The general consensus was that local issues were important, whatever the specific content. A community has few other options in talking to itself using communications technology, so the radio program was unique in this respect.**

8) What issues could have been included in the broadcast, but which were not covered?

N=41	Frequency	Percentage
Employment	10	24.4
Not sure	10	24.4
Upcoming events	5	12.2
Roads	4	9.8
School issues	3	7.3
Youth	2	4.9
Fishery	2	4.9
Seniors issues	1	2.4
Wider diversity of music	1	2.4
Local business ads	1	2.4
Outmigration	1	2.4
More interviews	1	2.4

**Many people did not answer this question, some noting that they did not listen to the entire program so they did not know what was and was not covered. However, the issue of employment was still cited by almost a quarter of those who answered, highlighting one of the central challenges of the region. It is interesting to note that outmigration rated low in these last two questions, but its importance is rated very high in some of the later questions.**

**In the next set of tables, the percentages given are of people who did listen (so for the first one, 27.9% of the 68 who did listen strongly agreed with the statement).**

Please indicate whether you agree or disagree with the following statements regarding the radio broadcasts:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Did listen	Did not listen/ NA
9) I learned something new during the community radio broadcast	27.9%	44.1%	22.1%	4.4%	1.5%	68	35
10) I gained a new respect for the actions and abilities of local leaders during the	22.9	51.4	22.9	1.4	1.4	70	33

broadcast							
11) Since listening to the broadcast, I now have more hope for the future of my community	11.6	39.1	30.4	14.5	4.3	69	34
12) Since listening to the radio broadcast, I am now more interested in community affairs	17.4	53.6	23.2	2.9	2.9	69	34

**In general, the responses to these questions are encouraging. For three of the four statements, close to three-quarters of the respondents either agreed or strongly agreed. In terms of additional hope for the future, just over half of the respondents felt that the programs had increased their sense of optimism. It could well be that the programs fed into a pre-existing sense of dedication and hope within many of the listeners, rather than having “caused” the increased hope. Nevertheless, whatever the origin of the hope, the fact that the programs increased their confidence in the community and in the leaders of the area is clearly significant. It is evidence of the efficacy of this use of communication technology for community development assistance.**

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### Communication tools in the community

13) Where do you get most of your national and international news (e.g., radio, TV, internet, personal conversations)?

N=96	Frequency	Percentage
TV	65	67.7
Radio	27	28.1
Personal conversations	2	2.1
Internet	2	2.1

**As is the case in many studies, television has become the predominant source of national and international news. Rural communities are no different from urban communities in this aspect.**

14) Where do you get most of your regional and provincial news?

N=95	Frequency	Percentage
TV	58	61.1
Radio	34	35.8
Newspapers	1	1.1
Personal conversations	1	1.1
Other	1	1.1

**Again, television is the leading medium for regional and provincial news. It is also interesting to note that the internet barely registers as a source of news in this study.**

15) Where do you find out about something going on in your community (such as a dance to raise money, or the opening of a new business)?

N=94	Frequency	Percentage
Posters/billboards	39	41.5
Personal conversations	31	33
Radio	15	16
Other	6	6.4
Newspapers	2	2.1
Internet	1	1.1

**The answers to this question indicate the extent to which standard mass media (television, radio, newspapers) do not serve this rural area. It also points to the importance of informal channels of communication in disseminating information.**

**To some extent, radio begins to show more importance as a medium, but it is still much lower than personal conversations and posters/billboards.**

16) In your everyday life, which of the following media is the most important to you?

N=56	Frequency	Percentage
TV	32	57.1
Radio	20	35.7
Daily newspaper	2	3.6
Internet	1	1.8
Weekly newspaper	1	1.8

**Many people checked off more than one medium, so we could not tell which one was most important. For example, many people checked off both TV and radio. However, among those who checked only one, television was more likely to be seen as the most important medium.**

17) Which radio station do you listen to most often?

N=83	Frequency	Percentage
CBC	23	27.7
CFSX	22	26.5
CFCB	19	22.9
OZ-FM	16	19.3
K-Rock	2	2.4
PEI Country	1	1.2



**Five radio stations get multiple mentions, including the public broadcaster, CBC, which is narrowly chosen as the most important radio station. OZ-FM is the provincial rock station, and the other three stations are private operators, with a mix of talk radio, classic rock, and country-related music.**

18) Which television channel do you watch most often?

N=82	Frequency	Percentage
CBC	50	61.0
NTV	27	32.9
ASN	2	2.4
TSN	1	1.2
A&E	1	1.2
National Geographic	1	1.2

**The results here are somewhat surprising, given the oft-repeated claim of NTV, a private station, as being Newfoundland's most important television channel. However, CBC was the clear favourite in this study. It is possible that many people find the programming of NTV, which relies very heavily on American shows, to be irrelevant to their rural experience.**

19) If you have a complaint about something local (the water or the roads, for example), how do you communicate that complaint to municipal officials? (e.g., writing a letter, making a telephone call, using the internet, going to public meetings, etc.)

N=85	Frequency	Percentage
Telephone call	56	65.9
Write a letter	18	21.2
Attend a public meeting	7	8.2
In-person conversation	2	2.4
Other	2	2.4

**Approximately two-thirds of the people chose to use the telephone to communicate with municipal officials.**

20) Do you have a satellite (or DBS) for your television reception?

N=98	Frequency	Percentage
Yes	49	50
No	49	50

If yes, which service?

**Almost all respondents with satellite service (who answered the question) reported using Bell ExpressVu (97.1%). Only one person used Star Choice.**

21) Do you have a cable television connection?

N=100	Frequency	Percentage
Yes	36	36
No	64	64

**The answers to these two questions show the growing importance of DBS and satellite technology for television viewing. This technology has overtaken cable television as a means of receiving multiple television channels. The rise of DBS has implications for community programming, however, as there is no capability for local programming on DBS services. At least with cable television there can be a community access channel, but satellite services increase the distance between the rural consumers of television and the content of television programs.**

If yes, do you read the announcements on the community cable channel?

N=33	Frequency	Percentage
Yes	7	21.2
No	26	78.8

**There was some confusion in the survey on what was meant by a “community cable channel,” and whether the cable system actually had one.**

22) Do you use the internet?

N=98	Frequency	Percentage
Yes	43	43.9
No	55	56.1

**This represents a pattern of internet usage which is seen in other studies of rural communities.**

If yes, where do you use it the most?

N=37	Frequency	Percentage
Home	30	81.1
Workplace	5	13.5
School	1	2.7
CAP site	1	2.7

What is the main use you make of the internet?

N=38	Frequency	Percentage
E-mail	15	39.5
Information/research	15	39.5

Work-related	4	10.5
Shop/bank	2	5.3
Multiple uses	2	5.3

**The high percentage of people who use the internet at home is an interesting finding, but it may also indicate the lack of easy access to public internet facilities.**

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### General Questions on Your Community

23) Name three people who have played an important role in the development efforts of your community.

**In total, there were 163 mentions among the respondents. Several people received multiple mentions, and there were many others who received one mention. Multiple mentions included the following:**

- Johnny McPherson 42**
- Leanda Morris 16**
- Simeon Priddle 12**
- Eric Legge 11**
- Lloyd Harnum 9**
- BSGS Dev Assoc 8**
- Tom Gillis 4**
- Brent Chaffey 4**
- Fred Wells 3**
- Elaine Wells 2**
- John Wells 2**
- John R. McPherson 2**
- Paul Gale 2**
- Ron Dawe 2**
- Jerry Pumphrey 2**
- Una Hulan 2**
- Marcel Muise 2**
- Susan Hulan 2**
- Kevin Aylward 2**
- Rev. Billows 2**
- John Pumphrey 2**
- Don Gillam 2**

**The following people received one mention: Sharlene & Jr. Whalen, Morley Greening, Gordon Legge, Ed and Ellen McInnis, Ruby Gillam, Cassidy Gillis, Susan Gillam, Rev. George Spencer, a doctor in Jeffrey's, Al McCarthy, Father Terry Boland, Roena Hicks, Carl Quilty, Dave Gill, Rhoda Pumphrey, Ruby Simmons, Sharon Piccott, Bill Matthews, Wilson Chaffey, John Coill, Jack**

Harris, Linda Downey, Glenn Butt, Neal Kinden, Jerry Edmunds, Ken Hulan, Edith Hulan, Gertrude McDonnell.

One conclusion is that several people who have taken leading roles in community development (and in communication projects) are widely-recognized as being key players in the community (Johnny McPherson, Leanda Morris and Simeon Priddle all have connections with earlier incarnations of “Enlarging the Circle”). Secondly, it is interesting to note the large number of people who get at least one mention. A total of 52 people are mentioned, from a region with maybe 650 households. Although all of these people may not agree on what development strategy to follow (and a couple of them are deceased), it shows the human potential for development in the region.

24) In your opinion, what is the most serious challenge facing your community today?

N=93	Frequency	Percentage
Employment	34	36.6
Outmigration	32	34.4
Road repairs	15	16.1
Health care	3	3.2
Water	3	3.2
Leadership	2	2.2
Radio station	1	1.1
Aging population	1	1.1
Community spirit	1	1.1
Schools	1	1.1

Second stated most important challenge:

N=20	Frequency	Percentage
Employment	7	35
Outmigration	6	30
Roads	1	5
Health care	1	5
Water	1	5
Schools	1	5
Recreation	1	5
Negativity of people	1	5
Poverty	1	5

Both employment and outmigration were selected as important challenges, which is no surprise (and the two are clearly linked). Road repairs showed up in third place, receiving 16 mentions. This reference to the state of the roads is repeated in later answers.

We are interested in how you feel about living in your community. For each of the following statements, do you “strongly agree,” “agree,” feel “neutral,” “disagree,” or “strongly disagree” with each of these statements.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't know/ NA
25) People in this community are open to opinions that are very different from their own	9.3%	35.1%	18.6%	25.8%	11.3%	6
26) I feel like I belong in this community	25.7	50.5	18.8	1	4	2
27) People here are willing to contribute time and money for community projects	11.8	48.4	20.4	15.1	4.3	10
28) Women have opportunities for leadership positions in this community	21.3	54.3	10.6	7.4	6.4	9
29) Given the opportunity, I would like to move out of this community	15.8	13.7	18.9	22.1	29.5	8
31) People in this community are friendly with outsiders	26.7	59.4	10.9	--	3	2
32) Young adults (under the age of 35) have opportunities for leadership positions in this community	5.3	36.8	16.8	29.5	11.6	8
33) I feel loyal to the people in this community	17.8	54.5	23.8	3	1	2
34) I would be willing to work together with others on something to improve this community	34.3	53.5	11.1	--	1	4

**These questions are meant to gauge the level of cohesion in the community. There appears to be a strong sense of belonging (76.2% agreed or strongly agreed), a feeling of loyalty, and a willingness to work together (87.8% agreed or strongly agreed). On the other hand, 37.1% of people felt that people in the community were not open to outsiders, even though they overwhelmingly felt that the community was friendly with outsiders. Three-quarters of the respondents believed that women had leadership opportunities, whereas just over 40% believed that young people had leadership opportunities.**

**It appears that age and community cohesion are linked. In terms of belonging in the community, older people were more likely than younger people to say that they belonged. 84.6% of those 55 or older agreed or strongly agreed that they belonged in the community, compared to only 60% of those younger than**

35 years. Also related to this theme is whether or not people would like to move out of the community. Half of respondents younger than age 35 stated that they would like to leave the community if they had the chance, compared to only 22.9% of those over 55 years of age. This is most likely a result of the bleak employment opportunities in the area.

In terms of gender, some interesting relationships also surfaced. It is interesting to note that all the respondents who stated that they didn't belong in the community were female. Females were also less likely than males to state that leadership opportunities for women are available. 17.8% of women disagreed or strongly disagreed that leadership opportunities are available for women, compared to only 3.4% of males. Contrary to the popular belief that females value loyalty more than males, the findings here indicate an opposite effect. Community loyalty among males appears to be much more prevalent. 86.7% of males stated that they felt loyal to the people in the community, compared to only 66.2% of females.

Whether or not a person as resided in the community their whole life generally does not appear to be related to cohesion, except in terms of friendliness to outsiders. The 3% of those who disagreed or strongly disagreed that the community is friendly with outsiders all lived elsewhere at some point in their life. Perhaps they are reflecting on their own experiences of being an outsider when they first moved to the community.

35) Do you volunteer in any service clubs (either church-related or community-based)?

N=97	Frequency	Percentage
Yes	56	57.7
No	12	12.4
Used to, but not now	29	29.9

If yes, what club:

N=59	Frequency	Percentage
Church-related	35	59.3
Legion, cadets, etc	5	8.5
Schools	4	6.8
Health institution	4	6.8
Radio station	3	5.1
Service club	2	3.4
Development Assoc.	2	3.4
4-H	1	1.7
Harbour	1	1.7
Fire fighting	1	1.7
Recreation	1	1.7

Second stated club:

N=25	Frequency	Percentage
Schools	5	20
Health institution	5	20
Church-related	4	16
Service club	4	16
Youth related (eg: beavers/sparks)	3	12
Legion, cadets, etc	2	8
Development Assoc.	1	4
Firefighting	1	4

Third stated club:

N=3	Frequency	Percentage
Health Institution	1	33
Youth related (eg: beavers/sparks)	1	33
Service club	1	33

**These questions are designed to elicit a sense of the level of volunteerism in the community (which would indicate a certain amount of investment). The majority of the respondents are active volunteers, and another 30% have been volunteers in the past. Only 12.4% reported that they had not been, nor were they at the moment, involved in any volunteer activity. In terms of what organization they had volunteered with, many respondents gave two or three (or more) organizations. Church-related organizations are clearly the most widely cited, receiving 39 mentions, indicating the continued importance of the church as a social institution in rural Newfoundland.**

**Gender appears to be strongly related to the amount of volunteerism within the community. 76.4% of all volunteers are female, compared to only 23.6% of males. Age, however, is not related to volunteer activity.**

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## Leadership in Your Community

Please rate your level of agreement, or disagreement, with the following statements:

	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree	Don't know/ NA
36) The provincial government contributes a lot to this community	3.3%	6.5%	19.6%	45.7%	25%	11
37) The federal government	2.2	8.7	16.3	43.5	29.3	11

contributes a lot to this community						
38) I have confidence that local leaders will be able to successfully meet the challenges of this community	8.5	26.6	33	18.1	13.8	9
39) Most of our problems in this area can only be solved by people or organizations from outside of this community	5.4	26.1	26.1	27.2	15.2	11

**There is clear indication in this survey of a perception of being forgotten by the two major levels of government. About 10% of the sample felt that either the provincial or federal government had contributed “a lot” to the community. At the same time, almost a third of the respondents agreed or strongly agreed with the statement that: “Most of our problems in this area can only be solved by people or organizations from outside of this community.” Only slightly more (35.1%) had confidence that “local leaders will be able to successfully meet the challenges of this community.”**

How effective are each of the following people or groups in supporting this community? Are they “very effective,” “effective,” “neutral,” “ineffective,” or “very ineffective.”

	Very effective	Effective	Neutral	Ineffective	Very ineffective	Don't know/ NA
40) Chair of the Local Service District	17.4%	54.3%	16.3%	7.6%	4.3%	11
41) Directors of the Local Service District	14.8	50	21.6	9.1	4.5	15
42) Local business leaders	2.2	46.7	32.2	15.6	3.3	13
43) MHA Kevin Aylward	3.3	10.0	33.3	26.7	26.7	13
44) MP Bill Matthews	1.2	14.5	37.3	30.1	16.9	20
45) Long Range Regional Economic Development Board	12.5	26.4	36.1	18.1	6.9	31
46) Bay St. George South Development Assoc.	19.8	45.8	20.8	8.3	5.2	7
47) Other community or voluntary groups	2.5	54.3	37	4.9	1.2	22

**This question focuses on the perceptions of the respondents regarding the efficacy of their leadership. It must be emphasized that these are perceptions, and may not relate to the actual efficacy of the groups or individuals involved.**



The two politicians receive the lowest ratings of efficacy (and this may be linked to the sense of being forgotten by the federal and provincial governments). The highest ratings go to the Chair and Directors of the Local Service District, and the Bay St. George South Development Association. About half of the respondents also found the local business leaders and other community and voluntary groups to be either very effective or effective in supporting the community. Thirty-one people could not determine the efficacy of the Long Range Regional Economic Development Board (the regional zonal board), whereas only seven did not give an opinion on the Bay St. George South Development Association. This may indicate a difference in social (and physical) distance as the Zone board is located an hour away (in Stephenville) while the Development Association is in the community.

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### Prospects for the future of the community

Please indicate whether you agree or disagree with the following statements regarding your community:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't know/ NA
48) This community is stronger and more unified than it was five years ago	3.3	18.5	21.7	46.7	9.8	11
49) I am optimistic about this community's future	9.2	34.7	21.4	26.5	8.2	5
50) I expect that, in five years time, this community will be stronger and more unified than it is now	7.4	26.3	21.1	32.6	12.6	8
51) If I was a young person graduating from high school, I would try to stay in this community	8.3	12.5	7.3	41.7	30.2	7
52) If I was a young person graduating from high school, I would go away for more education and then return	13.7	27.4	9.5	32.6	16.8	8

The answers to this set of questions are rather sobering. They relate to the lived experience of rural communities in an age of downsizing, resource depletion, economic shifts, a marginalization of the rural lifestyle and the retreat of services. Over half of the respondents felt that their community was weaker and less unified than it had been five years ago. In addition, less than half were optimistic about their community's future, and 45.2% felt that their

community would be even weaker and less unified in five years' time. Seven out of every 10 respondents believed that, if they were a young person graduating from high school, they would not try to stay in the community. The pressures for outmigration are real, and they are well understood by people, no matter what age they might be. But the acceptance of the almost-inevitability of outmigration may engender a sense of powerlessness about the future.

Worth noting here is the very real relationship between age and the perception of whether or not young people would stay in the community. None of those younger than 34 years of age stated that they would try to stay in the community if they were a young person out of high school. This is most likely because they can relate better to the experiences of young persons trying to make a living in rural communities.

53) Would you describe your life as:

N=87	Frequency	Percentage
Very stressful	11	12.6
Somewhat stressful	56	64.4
Not very stressful	9	10.3
Not at all stressful	11	12.6

In a possible reflection of the pressures mentioned above, over three-quarters of respondents reported that their lives were either very or somewhat stressful. This appear to be related to age, with 90% of those younger than age 34 describing their lives to be very or somewhat stressful, compared to only 65.7% of those over age 55. Again, the economic situation of the area most likely plays a role in this finding.

54) If I had to leave this community, the thing I would miss most would be:

N=95	Frequency	Percentage
Family/friends	52	54.7
Lifestyle	19	20
The land/sea	19	20
Home	5	5.3

Second stated thing missed most:

N=25	Frequency	Percentage
Family/friends	8	32
Lifestyle	7	28
The land/sea	6	24
Home	4	16

Third stated thing missed most:

N=6	Frequency	Percentage
Lifestyle	3	50
The land/sea	2	33.3
Home	1	16.7

**The close relationships with family and friends are the most valued qualities of living in these communities, and would be missed the most if respondents left. Nevertheless, there were also a significant number who mentioned the lifestyle (the freedom, for example, or the safety and security of the place), as well as the land and sea itself.**

55) If I had to leave this community, the thing I would miss the least would be:

N=74	Frequency	Percentage
Roads	15	20.3
Economic situation	13	17.6
Lack of services	11	14.9
Weather	8	10.8
Nothing	5	6.8
Gossip	5	6.8
Conservatism	4	5.4
The community	3	4.1
Garbage in community	2	2.7
Berry picking	1	1.4
The water	1	1.4
Roaming dogs	1	1.4
Dept. of highways	1	1.4
MP Matthews	1	1.4
Area Development Assoc.	1	1.4
Favoritism	1	1.4
Lack of Youth Activities	1	1.4

Second stated thing missed the least:

N=8	Frequency	Percentage
Lack of services in area	3	37.5
Economic situation	3	37.5
Roads	1	12.5
Area Development Assoc.	1	12.5

**Here we see the roads receiving some attention again, with them being the item that would be missed the least if the respondent left the community. This was followed closely by the economic situation (especially the lack of meaningful jobs - several respondents stated that the short-term make-work projects were not "real" jobs) and the lack of services. The weather was cited**

**by 10.8% of respondents, which may be a reflection of the rather difficult winter which was slowly ending as the respondents filled out the survey!**

56) What is the most important thing you feel this community should attempt to achieve over the next few years?

N=95	Frequency	Percentage
Employment	50	52.6
Improve roads	16	16.8
More communication	7	7.4
Stop outmigration	4	4.2
Recreational equipment	4	4.2
Better health services	3	3.2
Better water	2	2.1
Don't know	2	2.1
Clean up community	2	2.1
New businesses/stores	2	2.1
Radio station	1	1.1
Less favoritism in job creation	1	1.1
Environmental protection	1	1.1

Second stated most important achievement:

N=27	Frequency	Percentage
Attract tourism	6	22.2
Employment	5	18.5
Improve Roads	5	18.5
Stop outmigration	4	14.8
Better water	3	11.1
Recreational equipment	2	7.4
Better health services	2	7.4

Third stated most important achievement:

N=11	Frequency	Percentage
Improve roads	6	54.5
More community events	2	18.2
Clean up community	1	9.1
Better health services	1	9.1
Improve schools	1	9.1

**The clear goal, according to this survey, should be the development of economic opportunities, specifically jobs. Over half of the respondents who answered the question cited this as the primary achievement to work toward. Receiving the second most mentions was the need to improve the roads.**

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## Demographic Information

57) Name of your community:

N=95	Frequency	Percentage
St. David's	19	20
McKay's	16	16.8
Heatherton	14	14.7
Robinsons	13	13.7
Jeffrey's	12	12.6
Highlands	10	10.5
St. Fintan's	4	4.2
Loch Leven	3	3.2
Cartyville	2	2.1
Maidstone	1	1.1
Bay St. George South	1	1.1

58) Have you lived in this community all your life?

N=100	Frequency	Percentage
Yes	48	48
No	52	52

**Just over half of the respondents have lived in other communities for at least a part of their lives. This gives them some ability to compare their lives in Bay St. George South with their experiences elsewhere.**

59) If no, in what year did you most recently move to this community?

**Of those who moved into (or moved back to) the community, the average length of time they had been there was just under 20 years. Thus, even the "new" people in the survey had been present in the area for a significant length of time.**

60) Gender:

N=99	Frequency	Percentage
Female	69	69.7
Male	30	30.3

**As with some other studies, there is a predominance of women who answer the survey (possibly on behalf of the household). This phenomenon also occurs with telephone surveys.**

61) Year of birth:

**The average age of respondents was 52.**

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## **Conclusions**

Given that more surveys are still arriving, it would be premature to make many conclusions on the data thus far. However, several important themes have emerged from the findings:

1. People will listen to community radio events, and will participate if given the opportunity.
2. Key content items for local broadcasts include musical talent from the area, a focus on local issues and the inclusion of all ages. The programs give the seniors a chance to tell their stories, and help the youth to feel more involved in the community.
3. Listening to the broadcasts has a positive effect on the audience, resulting in more confidence in their area and their leaders.
4. As in urban areas, television has become the predominant medium for news for rural consumers. However, in an age of satellite television, rural audiences will increasingly be exposed to global and urban television programming. This may result in a yearning for more local content, or programs with more relevance.
5. The public broadcaster (CBC) plays an important role in providing both television and radio content to this rural area.
6. The rate of internet use is lower in this rural area than it is in urban areas. Since e-mail was the prime use, there is some chance that the internet will, to some extent, replace the telephone as a way for people to keep in touch with family members who are living off the island.
7. There are a large number of people in the area who can be identified as playing a role in development efforts.
8. Creating meaningful employment and stemming outmigration are identified as the major challenges of the area.
9. People feel a strong sense of cohesion within the community, even people who have not lived in the area all of their lives.
10. There is a high level of volunteerism in the area, which suggests a willingness to invest time and energy in the community.
11. Churches are still central institutions of importance in this region.
12. There is a feeling that government has ignored the area.
13. A large number of the respondents are not optimistic about the future of their community, and feel that it is less unified and weaker than it was five years ago.
14. The attractions of these communities continue to be close personal ties with family and friends, the beauty and majesty of the land and the sea, and the lifestyle of self-reliance and freedom.

As more surveys arrive, they will be entered into the data bank, and further analyses will be conducted (including some cross-tabulations to explore the relationships among the variables). In the end, the sincere hope is that this information will be of some value to the Enlarging the Circle project, but most of all, to the people who make the Bay St. George South region their home and the focus of their hopes for a sustainable future.

# Community Survey, Bay St. George South

April 2003

Thank you for taking the time to complete this survey. It can be filled out by any resident who is 16 or over. Please do not put your name on this questionnaire. Return the survey in the postage-paid envelope provided. All responses will be kept strictly anonymous.

If other members of the household wish to fill out this survey please feel free to photocopy it and send it in. If you have questions, or you need another copy, call Ivan at 709-637-6200, extension 6322.

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## The local community radio events

1) Were you aware of the community radio events which were broadcast in Bay St. George South on 104.7 FM?      Yes \_\_\_\_\_      No \_\_\_\_\_

2) Did you listen to any of the community radio events on 104.7 FM?

Saturday, March 29:    Yes \_\_\_\_\_    No \_\_\_\_\_    I didn't know about it \_\_\_\_\_

Saturday, March 8:    Yes \_\_\_\_\_    No \_\_\_\_\_    I didn't know about it \_\_\_\_\_

Saturday, Feb. 22:    Yes \_\_\_\_\_    No \_\_\_\_\_    I didn't know about it \_\_\_\_\_

3) Approximately how many hours did you listen in total? \_\_\_\_\_

4) How did you originally find out about the radio events? \_\_\_\_\_  
\_\_\_\_\_

5) Did you participate in any way (as a guest, a caller, a volunteer, a host, etc.)?

Yes \_\_\_\_\_ No \_\_\_\_\_

I did not participate this time, but would be willing to in the future \_\_\_\_\_

6) What segment or interview was of most interest to you? \_\_\_\_\_  
\_\_\_\_\_

7) What was the most important issue covered in the radio broadcast? \_\_\_\_\_  
\_\_\_\_\_

8) What issues could have been included in the broadcast, but which were not covered?

\_\_\_\_\_  
\_\_\_\_\_



Please indicate whether you agree or disagree with the following statements regarding the radio broadcasts:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Did not listen
9) I learned something new during the community radio broadcast						
10) I gained a new respect for the actions and abilities of local leaders during the broadcast						
11) Since listening to the broadcast, I now have more hope for the future of my community						
12) Since listening to the radio broadcast, I am now more interested in community affairs						

### Communication tools in the community

13) Where do you get most of your national and international news (e.g., radio, TV, internet, personal conversations)? \_\_\_\_\_

14) Where do you get most of your regional and provincial news? \_\_\_\_\_

15) Where do you find out about something going on in your community (such as a dance to raise money, or the opening of a new business)? \_\_\_\_\_

16) In your everyday life, which of the following media is the most important to you?

Television \_\_\_\_\_ Radio \_\_\_\_\_ The internet \_\_\_\_\_  
Daily newspaper \_\_\_\_\_ Weekly newspaper \_\_\_\_\_

17) Which radio station do you listen to most often? \_\_\_\_\_

18) Which television channel do you watch most often? \_\_\_\_\_

19) If you have a complaint about something local (the water or the roads, for example), how do you communicate that complaint to municipal officials? (e.g., writing a letter, making a telephone call, using the internet, going to public meetings, etc.) \_\_\_\_\_

20) Do you have a satellite (or DBS) for your television reception?

Yes \_\_\_\_\_ No \_\_\_\_\_  
If yes, which service? \_\_\_\_\_

21) Do you have a cable television connection? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, do you read the announcements on the community cable channel?  
 Yes \_\_\_\_\_ No \_\_\_\_\_

22) Do you use the internet? Yes \_\_\_\_\_ No \_\_\_\_\_

If yes, where do you use it the most? Home \_\_\_\_\_ School \_\_\_\_\_  
 Workplace \_\_\_\_\_ Public internet access site (CAP site) \_\_\_\_\_

What is the main use you make of the internet? \_\_\_\_\_  
 \_\_\_\_\_

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### General Questions on Your Community

23) Name three people who have played an important role in the development efforts of your community.

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

24) In your opinion, what is the most serious challenge facing your community today?

\_\_\_\_\_

We are interested in how you feel about living in your community. For each of the following statements, do you “strongly agree,” “agree,” feel “neutral,” “disagree,” or “strongly disagree” with each of these statements.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't know
25) People in this community are open to opinions that are very different from their own						
26) I feel like I belong in this community						
27) People here are willing to contribute time and money for community projects						
28) Women have opportunities for leadership positions in this community						
29) Given the opportunity, I would like to move out of this community						

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't know
31) People in this community are friendly with outsiders						
32) Young adults (under the age of 35) have opportunities for leadership positions in this community						
33) I feel loyal to the people in this community						
34) I would be willing to work together with others on something to improve this community						

35) Do you volunteer in any service clubs (either church-related or community-based)?  
 Yes \_\_\_\_\_ No \_\_\_\_\_ I used to, but not currently \_\_\_\_\_

If yes, what club(s): \_\_\_\_\_

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### Leadership in Your Community

Please rate your level of agreement, or disagreement, with the following statements:

	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree	Don't know
36) The provincial government contributes a lot to this community						
37) The federal government contributes a lot to this community						
38) I have confidence that local leaders will be able to successfully meet the challenges of this community						
39) Most of our problems in this area can only be solved by people or organizations from outside of this community						

How effective are each of the following people or groups in supporting this community?  
 Are they "very effective," "effective," "neutral," "ineffective," or "very ineffective."

	Very effective	Effective	Neutral	Ineffective	Very ineffective	Don't know
40) Chair of the Local Service District						
41) Directors of the Local Service District						
42) Local business leaders						
43) MHA Kevin Aylward						
44) MP Bill Matthews						
45) Long Range Regional Economic Development Board						
46) Bay St. George South Development Assoc.						
47) Other community or voluntary groups						

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### Prospects for the future of the community

Please indicate whether you agree or disagree with the following statements regarding your community:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't know
48) This community is stronger and more unified than it was five years ago						
49) I am optimistic about this community's future						
50) I expect that, in five years time, this community will be stronger and more unified than it is now						
51) If I was a young person graduating from high school, I would try to stay in this community						
52) If I was a young person graduating from high school, I would go away for more education and then return						

53) Would you describe your life as:  
Very stressful \_\_\_\_\_ Somewhat stressful \_\_\_\_\_  
Not very stressful \_\_\_\_\_ Not at all stressful \_\_\_\_\_ No opinion \_\_\_\_\_

54) If I had to leave this community, the thing I would miss most would be:  
\_\_\_\_\_  
\_\_\_\_\_

55) If I had to leave this community, the thing I would miss the least would be:  
\_\_\_\_\_  
\_\_\_\_\_

56) What is the most important thing you feel this community should attempt to achieve over the next few years?  
\_\_\_\_\_  
\_\_\_\_\_

\*\*\*\*\*  
**Demographic Information**

57) Name of your community \_\_\_\_\_

58) Have you lived in this community all your life? Yes \_\_\_\_\_ No \_\_\_\_\_

59) If no, in what year did you most recently move to this community? \_\_\_\_\_

60) Gender: Female \_\_\_\_\_ Male \_\_\_\_\_

61) Year of birth: 19\_\_ \_\_

\*\*\*\*\*

Thank you again for your valuable assistance and your kindness in taking the time to fill out this questionnaire. If you have any other comments or questions regarding this survey, or if you wish to see the results of the survey, please do not hesitate to contact me:

Ivan Emke, Social/Cultural Studies  
Sir Wilfred Grenfell College, MUN  
Corner Brook, NL, A2H 6P9

709-637-6200, ext. 6322  
709-639-8125 (fax)

[iemke@swgc.mun.ca](mailto:iemke@swgc.mun.ca)