

Technical Matters

- **This publication is about general approaches to improving the quality of life in Potton, and not preferences for specific projects (those will come later).** We treated “general approaches” and “specific projects” separately because people might favour an approach but not think so highly of the related specific project. For example, we might think increasing opportunities for recreation is a very good way to make life better, but not think that building tennis courts is the right recreation option to build.
- Our list of approaches is not complete and clearly reflects the biases of the team that put it together (this was a team effort involving both elected officials and residents). We will publish your comments and suggestions on the Facebook group after the next publication with the hope that you will go take a look.
- We may recall that it was possible to select any number of the options in the first question, but then the second question asked that you indicate your 5 preferred. If you found choosing the top 5 was difficult, its good to remember that this one of the difficulties of governance –separating the important from the desirable and deciding how and where to make compromises.
- If you want to know how we got to “top 7” the top five choices of 354 people, we will post of explanation of how we did this on the Facebook group page. Check it out! There are some cool things about rank ordered voting and how it affects politics that you might be interested in.

Selected Approaches to Improving the Quality of Life in Potton

This table shows the percentage of respondents that chose each of the 18 approaches. The specific projects are not discussed here. Those come later. **Yellow** indicates statistically significant differences between the different groups.

Please check all of the items listed below that you think could make Potton a better place for you and your family to live.

		AGE			GENDER / SEXE		LANG		RES STATUT RESIDENTIEL			
		Total	<45 (A)	45-59 (B)	60+ (C)	Homme (A)	Femme (B)	Français (A)	English (B)	Permanent (A)	Temps plein pandémie (B)	Temps partiel (C)
Better or broader Internet coverage in the township	V%	65%	55%	61%	72%	68%	62%	63%	70%	64%	60%	84% A B
	N=	231	28	74	129	126	105	144	87	110	79	42
More or better ways to access Lake Memphremagog	V%	49%	53%	48%	48%	49%	48%	52%	42%	43%	55%	52%
	N=	172	27	59	86	91	81	120	52	74	72	26
Ways to increase the diversity of our local economy	V%	48%	53%	51%	44%	49%	47%	49%	46%	46%	49%	50%
	N=	169	27	62	80	90	79	112	57	79	65	25
Ways to make Potton's buildings and town center more attractive	V%	44%	47%	49%	40%	48%	40%	48%	37%	41%	48%	42%
	N=	156	24	60	72	88	68	110	46	71	64	21
Ways to increase economic opportunity in Potton	V%	40%	61% B C	40%	33%	44%	35%	36%	47% A	36%	39%	52%
	N=	140	31	49	60	81	59	82	58	62	52	26
Ways to improve Potton's environmental health	V%	39%	39%	41%	38%	33%	46% A	41%	35%	38%	39%	44%
	N=	138	20	50	68	61	78	95	44	66	51	22
Add to or improve access to the arts and culture in the township	V%	35%	27%	35%	38%	35%	37%	40% B	28%	34%	39%	34%
	N=	125	14	43	68	64	62	91	35	58	51	17
Find ways to reduce conflict and tension in the community	V%	33%	29%	23%	42% B	34%	33%	37%	27%	41% B	26%	28%
	N=	118	15	28	75	63	55	84	34	70	34	14
More or better spaces where residents can socialize	V%	30%	33%	26%	31%	26%	33%	28%	33%	30%	28%	34%
	N=	105	17	32	56	49	56	64	41	51	37	17
Ways to reduce the noise and traffic in Potton	V%	29%	29%	30%	29%	25%	34%	31%	27%	35%	25%	24%
	N=	104	15	36	53	47	58	71	34	60	33	12
More places for people to get (non-sport) exercise	V%	28%	25%	30%	27%	24%	33%	27%	29%	32%	21%	32%
	N=	98	13	36	49	44	55	63	36	55	28	16
More or better sport facilities	V%	25%	37% C	30% C	18%	25%	24%	27%	21%	24%	25%	26%
	N=	87	19	36	32	46	41	61	26	41	33	13
Ways to reduce the cost of living in the township for everyone	V%	21%	20%	15%	25%	16%	25% A	17%	28% A	25%	15%	20%
	N=	73	10	18	45	30	43	38	35	43	20	10
Ways to make Potton more affordable for people of modest income	V%	19%	18%	11%	24% B	15%	23%	15%	26% A	27% B C	13%	8%
	N=	67	9	14	44	28	39	35	32	46	17	4
Develop mentoring or educational programs	V%	15%	10%	13%	18%	10%	20% A	13%	19%	19% B	9%	16%
	N=	53	5	16	32	19	34	30	23	33	12	8
Ways to increase the cultural diversity of residents	V%	15%	14%	15%	16%	12%	18%	13%	19%	15%	14%	18%
	N=	53	7	18	28	23	30	29	24	26	18	9
More or better public safety resources	V%	9%	10%	8%	9%	8%	10%	10%	8%	9%	8%	12%
	N=	32	5	10	17	15	17	22	10	15	11	6
More or better daycare resources	V%	7%	12% B	2%	9% B	5%	9%	5%	12% A	15% B	1%	0% ¹
	N=	26	6	3	17	10	16	11	15	25	1	0

And here are the top 7 approaches:

“Now please rank the top 5 choices in descending order”

TOP 7 APPROACHES			
	N=	% of total Sample	% of those in top 7
#1 Better or broader Internet coverage in the township	136	38.4	40.4
#2 Ways to increase economic opportunity in Potton	44	12.4	13.1
#3 Find ways to reduce conflict and tension in the community	35	9.9	10.4
#4 More or better ways to access Lake Memphremagog	32	9.0	9.5
#5 Ways to make Potton’s buildings and town center more attractive	31	8.8	9.2
#6 Ways to improve Potton’s environmental health	31	8.8	9.2
#7 Ways to reduce the noise and traffic in Potton	28	7.9	8.3
Total	337	95.2	100.0
Missing or outside of top 7	17	4.8	
	354	354	100.0

Media Sources and Potton in Brief Paper Recipients

Readership of Potton in Brief paper and what alternatives residents would consider:

		RESID. STATUS/ STATUT RESIDENTIEL			
		Total	Permanent	Temps plein pandémie	Temps partiel
<i>Sources Info Potton</i>	V%				
	N=				
Potton in brief on the web	V%	0.54	53%	61%	43%
	N=	190	89	80	21
From the Potton.ca website	V%	53%	52%	57%	49%
	N=	187	88	75	24
Potton in brief on paper	V%	50%	0.68	35%	31%
	N=	176	115	46	15
From discussions with my neighbors	V%	42%	36%	41%	0.65
	N=	147	61	54	32
The Potton Infoletter	V%	37%	37%	40%	31%
	N=	131	63	53	15
None of the above	V%	2%	1%	2%	0.06
	N=	7	1	3	3

Sources Info Potton		RESID. STATUS/ STATUT RESIDENTIEL			
		Total	Permanent	Temps plein pandémie	Temps partiel
How much do you read PEB paper?					
Every issue, from cover to cover	V%	81%	83%	80%	67%
	N=	141	95	36	10
Every issue, but not all of it	V%	13%	11%	11%	27%
	N=	22	13	5	4
Some issues from cover to cover	V%	5%	3%	7%	7%
	N=	8	4	3	1
Some issues, but only in part	V%	2%	3%	2%	0% ¹
	N=	4	3	1	0
Which of the following would you do to keep PEB paper?					
Pay 20\$ a year to cover printing, handling and mailing to my home	V%	3%	3%	4%	0% ¹
	N=	5	3	2	0
Go pick it up in town at a local merchant at no cost	V%	15%	20%	7%	7%
	N=	27	23	3	1
Neither of the above: I would be happy to get it electronically	V%	73%	67%	83%	87%
	N=	128	77	38	13
None of the above: I expect it to come to me in paper for free	V%	9%	10%	7%	7%
	N=	16	12	3	1

Who we are: More on the profile of residents who answered this consultation:

		RES STATUT RESIDENTIEL			
		Total	Permanent	Temps plein pandémie	Temps partiel
I work for the Potton municipality	V%	2%	4%	0%	2%
	N=	8	7	0	1
I am or have recently been a member of an official municipal committee or the town council	V%	4%	8%	0%	0%
	N=	13	13	0	0
I am a volunteer on a civic project (such as the round barn)	V%	6%	12%	2%	0%
	N=	23	20	3	0
I am a member of a local independent association (such as the APOHOA)	V%	19%	13%	29%	14%
	N=	68	23	38	7
I have attended at least 2 town council meetings in the last 2 years	V%	12%	19%	8%	2%
	N=	44	32	11	1
I voted in the last municipal election	V%	48%	68%	30%	28%
	N=	171	117	40	14
I have been living in Potton full or part-time for more than 5 years	V%	77%	83%	74%	60%
	N=	271	143	98	30
I have been living in Potton full or part-time for LESS than 2 years	V%	14%	13%	17%	8%
	N=	49	23	22	4
I volunteer for the C.A.B. (Centre d'Action Bénévole)	V%	8%	15%	2%	0%
	N=	28	25	3	0
I own a commercial business in Potton	V%	5%	8%	1%	2%
	N=	16	14	1	1
I rent a residence on a part-time basis in Potton	V%	5%	0%	5%	18%
	N=	16	0	7	9
Me and my family have been in Potton for generations	V%	14%	17%	8%	24%
	N=	51	29	10	12

Discussion

The results of this consultation clearly show that increasing the quality and speed of Internet access is the top priority, surely a reflection of how central it has become to modern life. The other thing that this calculation shows is that virtually everyone who participated in the survey chose at least one of these 7 approaches as a “top 5” candidate. Only 17 people in the entire sample ranked options that don’t show up on this list.

Some other observations to consider:

- As we mentioned in the questionnaire, our preferences here are expressed without consideration of the costs involved or the feasibility of actions in this sense. For example, ensuring that the entire township has access to high-bandwidth Internet is a far more complicated, time-consuming, and expensive proposition than some of the others. Internet coverage is a particular case in that the people who live closest to the village and closer to the main roads are more likely to have access than those of us who live in more remote places. This, and the fact that any project to extend coverage is likely to involve commercial providers and the Provincial Government is going to complicate finding a solution (and any related taxation).
- Another top priority is increasing economic opportunity in Potton. This option ended up on the list but “increasing the diversity of Potton’s economy” did not. On the face of it, this would suggest that we favor doing more of the same things that our economy is currently built on – tourism and services – for example, than encouraging *different* kinds of economic activities. This is something we are perhaps going to have to revisit, because maybe showing you these two options separately had an influence on results. The Connexion Potton will raise this topic on the Connexion Potton FB group with the hope that you will comment.
- Conflict matters. The fact that this is the 3rd most popular top 7 item suggests that our conflicts are having a negative impact on our quality of life. This is something to think about, perhaps, the next time we choose to pick a fight. How to reduce our conflicts is a question we will ask you on the Connexion Potton FB group with the hope that you will comment.
- The last 4 items: ways to improve Potton’s environmental health, ways to make Potton’s buildings and town center more attractive, more or better ways to access Lake Memphremagog, and ways to reduce the noise and traffic in Potton all generate roughly the same degrees of support.
- Clearly, most of the people who receive Potton in Brief on paper are happy to get it electronically. We should keep in mind that Connexion Potton does not include residents who are not using or do not have access to the Internet. Still, it is likely that the money saved printing will make other ways of delivering this valuable publication affordable.
- The “who we are” table shows that the 354 people who answered the survey represent a good cross-section of the community.
- Last, there is a LOT more to say and a LOT more to look at on the topic of quality of life. This publication looks at our collective thinking about quality of life, but this is hardly the only way to see things. We have minority interests to consider – for example things we might choose to do for seniors, for families with young children, and so on, that don’t end up at the top of our



preferences but that might be important to do for other reasons. Hopefully we can return to this subject on FB and/or in another survey.

In closing, a request from the research desk: It is difficult to write these publications in a way that works for everyone. Some of you find them too long, others not. Please email the desk at Connexion@Potton.ca and give us some feedback, particularly about the length of the documents, whether to put the “technical matters” and “discussion” sections at the beginning or the end, the style of writing, and anything else you think will help make these publications more readable for you. Thanks!