



Your Lakes, Your Views: Safe Quiet Lakes Survey, 2017

**Information for Associations and Other Partners
by ERIN Research Inc.**



OVERVIEW

In the summer of 2017, Safe Quiet Lakes will conduct its second major survey of cottagers in the Muskoka region. As in 2013, ERIN Research Inc. will design and implement the survey.

The original survey led to a better understanding of the activities, issues and concerns of lake users in the region. Results have been used by local and federal governments and by lake associations as a basis for developing programs and strategies.

More than 20 lake associations participated in the 2013 research. The 2017 survey will build on the initial baseline, with expanded survey content and an even broader community reach.

METHOD

The survey will be conducted online, in June and July 2017. A key to its success is having comprehensive email lists of association members.

In 2013, the great majority of the 2,300 respondents were contacted via email lists that associations provided to the project. ERIN Research sent invitation emails to each member and processed the returns.

Advantages of this approach

1. This method is clear and transparent. The survey has the credibility associated with a professional, 3rd party, research company.
2. Scientific rigour: Each association and each individual is treated the same. The alternate method described following creates a patchwork of different sampling and administration methods.
3. Timing/timeliness: The survey will be distributed on time, ensuring that early results will be available by our August target date.

The method in detail

ERIN will manage email lists and data collection on behalf of participating associations:

1. ERIN will distribute the survey to association members, ensuring privacy and confidentiality.
2. Associations must provide up-to-date email lists by Friday May 26th, 2017.
3. Lists should be Excel format with three columns: First name, last name, and email address. (First and last name allow the invitation to the survey to be personalized, e.g., Dear Maggie).

4. ERIN will send reminders to those who have not responded.
5. ERIN will address all technical issues (e.g., people who have trouble making the survey work). SQL will address any content concerns (e.g., "Why are you asking this?"). Queries of either sort are relatively rare.
6. ERIN will provide a single report of the survey results which each participating association can post on its site and to send to its members. The report will describe regional differences where they are relevant (e.g. big lake vs. small lake differences), but will not give results for individual associations.
7. If the association wishes, SQL/ERIN Research Inc will sign a confidentiality agreement.
8. Associations should send an eblast or other communication to their members in advance of the survey to endorse the research and to encourage their members to participate. ERIN is happy to provide a template that associations could use for this purpose, if they wish.

ALTERNATE METHOD: FOR ASSOCIATIONS THAT DO NOT PROVIDE EMAIL LISTS

1. An association can send an email its members asking them to participate in the survey. This email would contain a link to the survey.
2. It will be not possible for ERIN (or the Association) to send individual reminders in this case, as there is no information on who has or has not responded.
3. Data can be processed and reported as above but it is much more time consuming to implement.

This method places a larger onus on the Association, is less rigorous as it creates a patchwork of sampling and administrative processes

PRIVACY

ERIN Research will ensure that it meets the requirements of the Municipal, Provincial/Territorial and Federal Freedom of Information and Protection of Privacy Acts and that all ERIN's practices are consistent with the Information and Privacy Commissioners' best practices for protecting individual privacy in survey research.

ERIN implements its online surveys with eSolutions Group, a Waterloo, Ontario company that provides hosting services to institutional clients including universities and banks. Data is securely stored entirely in Canada.

Results will reported in aggregate form such that no individual is identified.

ERIN RESEARCH'S TRACK RECORD AND CLIENTS

ERIN Research Inc is a national research firm founded in 1981 by Dr George Spears, PhD, CMRP and Kasia Seydegart, MSW.

ERIN has established an enviable track record in client satisfaction research and media analysis. ERIN's ground-breaking work has been instrumental in our clients winning two GOLD AWARDS and one SILVER AWARD for innovation in management and for best-in-class performance.

ERIN's clients appear in Appendix A. For more information, visit:

<http://www.erinresearch.com>

Selected Clients of ERIN Research Inc.

The following list illustrates the depth and breadth of ERIN Research's experience for our prestigious clients in the public, private, not-for-profit, member association and other sectors.

Municipalities: City of Vancouver, City of Winnipeg, City of Toronto, Region of Waterloo, Region of Peel, City of Brampton, Halton Region, York Region, City of Ottawa, City of Montreal, Quebec City, City of Halifax.

Government of Canada Departments/Organizations: Agriculture and Agra-food Canada, Canada Revenue Agency, Canadian School of Public Service, Health Canada, Human Resources and Skills Development Canada, Industry Canada, Justice Canada, Multiculturalism Canada, Public Service Agency of Canada, Treasury Board Secretariat, Government of Canada, Canada Post.

Government of Ontario Ministries/Organizations: Investing in Students Task Force, Management Board Secretariat, Government of Ontario, Ontario Ministry of Finance, Ontario Ministry of Labour, Ontario Ministry of Natural Resources and Forestry, Ontario Ministry of Training, Colleges and Universities, Ontario Ministry of Transportation.

Provincial and Territorial Governments of British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, New Brunswick, Nova Scotia, Prince Edward Island, Newfoundland and Labrador, Yukon.

Associations / Umbrella Organizations: Institute for Citizen Centred Service (ICCS), Institute for Public Administration of Canada (IPAC), Society of Actuaries, Ontario Veterinary Medical Association, Association of Colleges of Applied Arts and Technology of Ontario, Association of Municipalities of Ontario, The American Society for Healthcare Risk Management (ASHRM), Pine River Institute, The Council of Landscape Architectural Registration Boards (CLARB), Bruce Beach Cottagers' Association.

Businesses: TD CanadaTrust, Technical Standards and Safety Authority, Telecom Canada, Therapy Partners Inc., Canadian Council for Public-Private Partnerships, University Health Network, Toronto, Canadian Institute of Health Information, Canadian Chamber of Commerce.