



Statistically Valid Survey Highlights

- Random sample of the 6,859 identified parcel owners
- All parcel owners with a valid email address were emailed an invitation (emailed 3 times): 1,834 emails/surveys sent with 549 completed (29.9% response rate)
- Random sample of 1,300 addresses contacted by mail (contacted 3 times): 289 completed (22.2% response rate)
- Total of **3,134 surveys emailed/mailed**
- Total of **838 surveys completed** for a 95% confidence interval (margin of error) of plus or minus 3.4 percentage points
- **26.7% response rate** (weighted to adjust for any discrepancies between mailed and emailed survey respondents)