

## Frequently Asked Questions

### 1. What is the Canadian Index of Wellbeing?

The Canadian Index of Wellbeing (CIW) is a national initiative supported by an independent, non-partisan group of national and international leaders, researchers, organizations, and grassroots citizens who are developing a new way of measuring wellbeing in Canada. The CIW Network is based at the University of Waterloo.

- **Vision:** To enable **all** Canadians to share in the highest wellbeing status by identifying, developing and publicizing statistical measures that offer clear, valid and regular reporting on progress toward wellbeing goals and outcomes Canadians seek as a nation.
- **Mission:** Conduct rigorous research and report on the quality of life of Canadians; encourage policy shapers and government leaders to make decisions based on solid evidence; and empower Canadians to advocate for change that responds to their needs and values.

### 2. What is the Future Oxford Community Sustainability Plan?

*Future Oxford: A Community Sustainability Plan* creates a vision of a sustainable community that balances community, environmental and financial interests. 70 actions have been put forward in the Future Oxford Plan.

The Community Sustainability Plan aims to improve quality of life for Oxford's current and future generations and to balance Oxford's collective economic, community, and environmental interests.

The Community Sustainability Plan will guide a range of decisions that impact quality of life in our communities for generations to come, including new landfill development, source water protection, caring for an aging population, waste management and other concerns.

### 3. What is Community Oxford?

Community Oxford is part of the Future Oxford Community Sustainability Plan goals to create community that is accessible, knowledgeable and creative. The Community Oxford Committee, which is made up of members of local community organizations across the County, looks at objectives like ensuring quality health care, housing and healthy food are available to all citizens.

### 4. Why are you doing this survey?

We are gathering information on how Oxford County residents are **really** doing – is our overall quality of life getting better or worse? Are we getting closer or moving farther away from realizing the kind of communities we want to live in? We are inviting residents in our community to have their say.

This survey is part of the broader Canadian Index of Wellbeing mandate to measure the quality of life in communities across Canada and it will generate new data, specific to our communities, to highlight our current experiences and help us set targets for the future.

## 5. What are you going to do with the information?

The survey will provide information on how Oxford County residents feel about the quality of their lives. The results of the survey will be compiled in two research reports, and will be publicly accessible from the Canadian Index of Wellbeing and Community Oxford websites in the fall of 2016. Specifically:

- **Community Oxford, Future Oxford, and Oxford County** will use the information to inform the Community Sustainability Plan. It is an opportunity to check-in with residents every five years. The first set of data will create a baseline measure of Oxford County as good place to live, learn, work and grow. With subsequent surveys, every five years, trend lines over time will show which aspects of our quality of life are improving, and which aspects are in need of improvement.
- **Other community organizations** (such as the United Way Oxford, the Woodstock and Area Community Health Centre, and Community Employment Services) will use the information to better understand and support the people their agencies serve. Any organization in Oxford County can request access to the data files through an agreement with the University of Waterloo, for the purpose of advancing the Community Sustainability Plan and quality of life in our communities. To make a request, please contact Annabel Wiersma at the Canadian Index of Wellbeing toll free at 1-844-417-6277 or email [ciwanna@uwaterloo.ca](mailto:ciwanna@uwaterloo.ca).
- The **Canadian Index of Wellbeing** will use the information to learn about wellbeing across Canada. Their findings in the past few years have uncovered some concerns about the connection between our economy and our wellbeing. When Canada's economy was thriving, Canadians saw only modest improvements in their overall quality of life, but when the economy faltered our wellbeing took a disproportionate step backward. It begs the question: *Are our governments truly responding to the needs and values of everyday Canadians?*

## 6. Where did you get my address?

Canada Post provides the randomized list of households invited to participate. They build the mailing list from their records and deliver it directly to a company that does the mailing. None of our organizations nor the CIW will see the complete list of addresses.

The survey invitation has been mailed to over 11,000 households across Oxford County that were randomly selected with the assistance of Canada Post. The households selected make up approximately 25% of all households within the County, and by selecting them randomly, we ensure that the survey responses represent the residents of Oxford.

## 7. Is my information confidential and anonymous?

- Your address is used *only* for mailing the survey to you.
- The mailing house signed a confidentiality agreement with Canada Post.
- None of the organizations conducting the survey will be able to access your information.

## To ensure your protection:

**Online version:** When you complete the survey online, your answers are recorded on a secure computer at the University of Waterloo where only the researchers at the Canadian Index of Wellbeing will have access to the data.

- At no time will your name and address be recorded or attached to your survey responses. The unique code number you received on your letter of invitation to participate is like a “password” so only you can get access to the online survey.

**Paper version:** If you choose to complete a paper version of the survey, you will mail it back directly to the researchers at the Canadian Index of Wellbeing at the University of Waterloo in a pre-paid, addressed envelope.

- You do **not** include your name/address on the survey when you return it.
- The researchers only ask you to put your unique code number on the survey so they can enter your survey into the database.

## 8. How can I be removed from your mailing list?

- To be removed from the list you need to call Oxford County (519-539-9800 or 1-800-755-0394 & press 0) with the ID code listed on your invitation letter. We will let the printer know that they should remove that ID from the reminder postcard mailings.

## 9. What about the ballot for the draw? My name and address are on that.

- If you wish to enter the draw for one of two gift packages as our thank you for participating, you will be asked to provide your name and address so that you can be contacted, should you be one of the lucky winners. This information will be kept separately from your survey and will **not** be seen by the researchers.
  - **Online version:** When you complete the survey and click on the “enter survey” link, you are taken to a secure webpage at the University of Waterloo to provide your contact information. This information is destroyed once the draw has taken place.
  - **Paper version:** You will be asked to provide your contact information on a ballot, and seal it in a separate envelope provided in the survey package. This envelope is placed in the business reply envelope along with your completed survey. When the package arrives at the CIW, the ballot and the questionnaire are separated, so the completed survey is not linked to the contact information on the ballot.

## 10. I lost the password for the ballot. What can I do?

- If your survey is still active, you can contact Oxford County (519-539-9800 or 1-800-755-0394 & press 0) with your unique survey code, and you will be provided with the password.
- If your survey is no longer active, we can write you up a ballot and include this in the draw. You will need to provide us with your name and address by contacting Oxford County (519-539-9800 or 1-800-755-0394 & press 0)

## 11. What are the prizes?

The draw for two “Oxford” gift packages will occur on Friday May 27, 2016. Each gift package will include: an Apple iPad mini 2 -16GB (value \$329 pre-taxes) *plus* a “Try the Trail for Two” package (\$100 value) consisting of a gift certificate to Gunn’s Hill Cheese, gift certificate to Bright Cheese, certificate for lattes, goat’s milk soap at Wooden Pearl, Coyle’s Cheese Trail Mix, gift certificate for restaurant of their choice on the trail, and Cheese Museum Tour or butter churning demo in Norwich. Total value of each “Oxford” gift package is approximately \$429 before taxes.

## 12. What if I entered the survey URL in my browser, but I still can’t access the survey?

- On rare occasions, people have been unable to access the survey even after entering the URL. If this happens to you the first step is to make sure you have entered the URL correctly. It is <http://ciw.ca/OXFORDsurvey>. Secondly, check that you entered the survey URL in your browser address bar and not your search bar. If it still will not take you to the survey, we ask that you consider one of the following options:
  1. Provide Annabel Wiersma at the Canadian Index of Wellbeing [ciwanna@uwaterloo.ca](mailto:ciwanna@uwaterloo.ca) with your email address so we can send the link to you that way.
  2. Provide Oxford County (519-539-9800 or 1-800-755-0394 & press 0) with your postal address so we can send you a paper copy.

## 13. How long will it take to complete the survey? And, do I have to complete it in one session?

We have tested the survey and found that it takes about 30 minutes to complete.

- You can exit the survey at any time before completing it, and then go back later to finish it. The survey will return you to the point in the questionnaire where you left so you do not have to go through it all again. In other words, completed questions will be saved so you will not have to complete them again when you return to complete the survey.

## 14. Can multiple people from a single household complete the survey using the same unique ID?

- Only one member of a household (aged 18 or older) may complete the survey with a single Unique ID number (i.e. pass code). If more than one person uses the same Unique ID, the first respondent’s data will be overwritten by the second respondent’s answers.

## 15. What happens if someone only completes a part of the survey?

- We retain all survey responses no matter how much of the survey is completed.
- We evaluate every incomplete survey separately to determine if there is enough data to warrant inclusion. The decision is ultimately based on a variety of considerations – more art than science – but the surveys that are kept do provide good information.