

**New Rural Economy and Social Cohesion
Key Informant Impressions of Community**

Interviewee Name

Address

Phone number Home

Work

Fax number

E-mail address

Organization / Role in Community

Interviewer

Community name

NRE cell number

Date of interview

The purpose is to seek the opinions and observations of community leaders on a number of issues, including: networks and decision-making, leadership role, community trust, community action, and general characteristics of the community.

There are five sections:

- ! Questions about individual.
- ! Questions about their role as a community leader.
- ! Questions about community trust.
- ! Questions about community action.

Individual Characteristics

1. In which of the following categories is your age:

- a under 25 years
- b 25-44 years
- c 45-64 years
- d 65 years or more

2. Where were you born?

- a born locally within 50km
- b born more than 50km away but in another rural community in this province
- c more than 50km away but in an urban community in this province
- d in another province
- e in another country

3. What is your current occupation?

4. Where is your place of work?

- a in this community
- b in another community (kms)
- c currently not employed

5. How long have you been in your current (mayor, principal, executive director) position?

_____ years

6. For how many more years do you hope to remain in this position?

_____ years

7. Are you involved in any other public or voluntary organizations in the community? Please list.

- a yes
- b no
- c no response

Organizations:

8. **For elected official only:** Did you win in the most recent election, or were you acclaimed because you were the only candidate?

- a elected
- b acclaimed
- c not applicable

Your Role as a Community Leader

11. Why did you decide or accept to take this position in the community?

12. Name three outcomes you have achieved or three projects you carried out since you have held this position. Please provide a brief description of each.

13. Regarding the future, name three outcomes you want to achieve or projects you wish to complete before you finish your term or decide to leave this position. Please provide a brief description.

14. Name three things or aspects you most like, and three things or aspects you most dislike, in your current position.

Most Like	Most Dislike
1	1
2	2
3	3

15. On a scale of 1 to 5, with 1 being highly appreciated, and 5 not being appreciated at all, do you feel the citizens of this community appreciate your work as a leader in this community? Why or why not?

Highly appreciated 1 2 3 4 5 Not appreciated at all

16. What networks do you draw on to help you deal with the following issues? (Check up to a maximum of two under each column, as they are applicable to you.)

	Finance	Infrastructure	Economic Development	Your Personal Development	Development of your Organization
local					
regional					
provincial					
national					

Youth Issues

18. How do you see the future of the youth in your community with respect to each of the following? Please describe:

Finding work

Access to services

Access to leisure activities (sports, culture, etc)

Ability to raise a family

Ability to buy a home

19. On a scale of 1-5, where 1 is not a problem and 5 is a major problem, to what extent is the out-migration of youth a problem in your community? Please describe the situation.

Not a problem 1 2 3 4 5 Major problem Don't know

20. Do initiatives exist in your community to keep youth in the area? Please describe.

- a yes
- b no
- c don't know

21. In the last five years have there been business initiatives in your community to facilitate the return of your young people? Specify by whom or how.

- a yes

- b no
- c don't know

22. As a leader, do you have any plans over the next five years to attract young people back to your community? Please explain.

Community Trust

23. Do people in this community tend to lock their cars when they park and go shopping in the community? When did they start doing this? (Note to interviewer: suggest a decade such as 1990s, 1980s, 1970s, or ask if they started doing this after a particular incident in the community.)

24. Do people lock their houses when they go shopping? When did they start doing this? (Note to interviewer: suggest a decade such as 1990s, 1980s, 1970s, or ask if they started doing this after a particular incident in the community.)

Community Action

25. On a scale of 1-5, where 1 is very good and 5 is very poor, how would you evaluate the citizens of this community in the following terms: (Note: Ask them to explain their answers and provide details.)

	Very Good	Good	Neutral	Poor	Very Poor	Comments
openness to the opinions of many different people in the community	1	2	3	4	5	
ability to mobilize resources (time, money, volunteer)	1	2	3	4	5	
willingness to work together, cooperation	1	2	3	4	5	
ability to obtain government support	1	2	3	4	5	

26. On a scale of 1-5, where 1 is very good and 5 is very poor, how would you evaluate the businesses of this community in the following terms: (Note: Ask them to explain their answers and provide details.)

	Very Good	Good	Neutral	Poor	Very Poor	Comments
openness to the opinions of many different people in the community	1	2	3	4	5	
ability to mobilize resources (time, money, volunteer) on behalf of the community	1	2	3	4	5	
willingness to work together, cooperation with other businesses in the community	1	2	3	4	5	
ability to obtain government support	1	2	3	4	5	

27. What, in your opinion, are the most important formal or informal organizations, groups, committees, or boards which more or less define this community and contribute most to the “life” of this community/ Why?

28. What, in your opinion, are the prevailing attitudes of the people in this community? (Examples might be: independence, commitment to the community, “can-do” attitude, self-reliance.)

29. What, in your opinion, are the words that best describe how things get done in this community? (Examples might be: there is a high degree of consultation and discussion in the community, we rely on one or two people to do everything, we do things quickly, we do things slowly, we rely on our elected officials, we do things for ourselves, etc.)

30. How would you describe the “state of your community” today? (For example, it is prosperous, it is poor, it’s not like it used to be, etc)

31. What accounts for the current state of this community? Are there factors that this community can control, or are they external factors?

32. Looking back at the last 30 years, what have been the long standing strengths of this community? Please explain. (For example, we always pull together in times of crises, good people always run for council, our business people support local clubs, etc).

33. Looking back at the last 30 years, what have been the long standing weaknesses of this community? Please explain. (For example, we never got the civic centre built, too many people have always shopped out of town, high school kids go to school in another community and don’t have any connection with this community)

34. To what extent does the younger generation (those under 30 years of age) have similar or different attitudes about this community than the older generation (those over 55 years of age) in this community? Is this a good thing or a bad thing? Why? Please provide examples of similar attitudes and different attitudes.

Very similar attitudes 1 2 3 4 5 Very different attitudes

- a this is a good thing
- b this is a bad thing

Examples:

35. Have any new organisations / committees / boards been established in this community in the last 5 years? Why were they formed? (Examples might include: a youth council, an economic development committee, a “save our rink” committee)

36. Have any organisations / committees / boards ceased functioning over the last 5 years? Why did they stop functioning? (Possible answers might include: finished its mandate, no longer served its purpose, could not find leaders, key person retired)

37. How would you characterize where the “leaders” of this community come from? (Note: we define leaders in the broadest sense: people who are in elected and non-elected positions, as well as informal leaders such as school teachers, key business people, “movers-and-shakers”, and others.)

- _____ % were born and raised in this community
- _____ % are from another rural or small town community
- _____ % are from a larger community