

From: [Tasmia Sher](#)
To: [Abby Schneider](#)
Cc: [Winsome Stec](#); [Craig Lederhouse](#)
Subject: RE: [External email] RE: Survey concern
Date: Friday, March 10, 2023 4:10:15 PM
Attachments: [image001.jpg](#)
[image002.jpg](#)
[image003.png](#)

Hi Abby,

Just to document our calls this afternoon, here's what we discussed:

- The list of postal codes is missing newly developed areas in Regina
- In order not to exclude anyone who lives in Regina, the **online** survey now accepts any valid Canadian postal code
- We discussed whether to restore the "prefer not to answer" option for postal codes, and decided we will continue without that option – everyone must submit a postal code
- If the postal code doesn't match a ward, the person will still be allowed to complete the survey and the response will be recorded without a ward
- When available, you'll send us an updated list of Regina postal codes
- After the survey ends, we'll use the updated list to remove anyone outside of Regina
- Any ward-based analysis that we provide may be affected by this change (i.e., we won't necessarily have a ward for everyone)
- No changes were made to the phone survey

Happy to pick up with any changes we might need next week.

Wishing you a good weekend,

Tasmia

From: Tasmia Sher
Sent: Friday, March 10, 2023 4:37 PM
To: 'Abby Schneider' <ASCHNEID@regina.ca>
Cc: Winsome Stec <WStec@forumresearch.com>
Subject: RE: [External email] RE: Survey concern

Hi Abby,

Yes, you can reach me at [28\(1\)](#) .

Best,

TASMIA SHER | RESEARCH ANALYST

[tsher@forumresearch.com](#) | [forumresearch.com](#)

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From: Abby Schneider <ASCHNEID@regina.ca>
Sent: Friday, March 10, 2023 4:34 PM
To: Tasmia Sher <TSher@forumresearch.com>
Subject: Re: [External email] RE: Survey concern

Hi Tasmia- is there a number we can call you at?

From: Tasmia Sher <TSher@forumresearch.com>
Sent: Friday, March 10, 2023 2:10 PM
To: Abby Schneider <ASCHNEID@regina.ca>; Winsome Stec <WStec@forumresearch.com>; Craig Lederhouse <CLEDERHO@regina.ca>
Subject: RE: [External email] RE: Survey concern

Hi Abby,

No problem, our programmer said they can add those two and it will be completed before the end of the day.

Tasmia

From: Abby Schneider <ASCHNEID@regina.ca>
Sent: Friday, March 10, 2023 3:03 PM
To: Tasmia Sher <TSher@forumresearch.com>; Winsome Stec <WStec@forumresearch.com>; Craig Lederhouse <CLEDERHO@regina.ca>
Subject: Re: [External email] RE: Survey concern

This is so helpful! I went through each and I am hoping you can add these two postal codes to your list of postal codes that we accept. I think they weren't originally on their list because one is a part of the university (and likely listed as a school but it has a dormitory) and the other seems to be an apartment building but is not showing up as a postal code area. Regardless, that's our fault so apologies they were not included.

Please add S4S7K5 (Ward 1), and S4X0M1(Ward 10) to the list of acceptable postal codes.

List of postal codes that were rejected:
SOGOW0 – out of town

S0G3C0 – out of town (but just barely)

S0G3Z0 – refinery, pilot butte

S0G3Z0 - refinery, pilot butte

S0G3Z0 - refinery, pilot butte

S0K4C0 -town of Spalding

S4C1Y8 – not showing up, doesn't seem to exist

S4N7R9 -service road, non-residential (so maybe a typo?)

S4P2Z3 -business areas, no residence

S4P3W9 -doesn't exist on google

S4P4W3 -office building

S4R8R7 -past Turvey centre, industrial area

S4R8R8 – non-residential

S4S7K5- part of the university Includes Luther dormitory

S4V3R7- doesn't exist on google

S4V3V1 - doesn't exist on google

S4V7R3 - doesn't exist on google

S4W0S4 - business area, no residence

S4W0S7 - doesn't exist on google

S4W1Y5 - doesn't exist on google

S4X0M1 – it's not showing up as postal code but looks to be an apartment building in Regina north end

S4Y0G2 - doesn't exist on google

S5P2E3 - doesn't exist on google

S6V0Z9 -Prince Albert

S9A0L3 – North Battleford

From: Tasmia Sher <TSher@forumresearch.com>

Sent: Friday, March 10, 2023 1:26 PM

To: Abby Schneider <ASCHNEID@regina.ca>; Winsome Stec <WStec@forumresearch.com>; Craig Lederhouse <CLEDERHO@regina.ca>

Subject: RE: [External email] RE: Survey concern

Hi Abby,

No problem, here are the codes:

S0G0W0

S0G3C0

S0G3Z0

S0G3Z0

S0G3Z0

S0K4C0

S4C1Y8

S4N7R9

S4P2Z3

S4P3W9

S4P4W3

S4R8R7

S4R8R8

S4S7K5

S4V3R7

S4V3V1

S4V7R3

S4W0S4

S4W0S7

S4W1Y5

S4X0M1

S4Y0G2

S5P2E3

S6V0Z9

S9A0L3

Best,

Tasmia

From: Abby Schneider <ASCHNEID@regina.ca>

Sent: Friday, March 10, 2023 2:12 PM

To: Tasmia Sher <TSher@forumresearch.com>; Winsome Stec <WStec@forumresearch.com>; Craig Lederhouse <CLEDERHO@regina.ca>

Subject: Re: [External email] RE: Survey concern

That would be excellent! Thanks!

From: Tasmia Sher <TSher@forumresearch.com>

Sent: Friday, March 10, 2023 12:58 PM

To: Abby Schneider <ASCHNEID@regina.ca>; Winsome Stec <WStec@forumresearch.com>; Craig Lederhouse <CLEDERHO@regina.ca>

Subject: RE: [External email] RE: Survey concern

Hi Abby,

There were 25 invalid postal codes. If you need it, we have a list of postal codes that were entered by respondents but did not match the list used for verification.

Thanks,

Tasmia

From: Abby Schneider <ASCHNEID@regina.ca>

Sent: Friday, March 10, 2023 1:09 PM

To: Tasmia Sher <TSher@forumresearch.com>; Winsome Stec <WStec@forumresearch.com>; Craig Lederhouse <CLEDERHO@regina.ca>

Subject: Re: [External email] RE: Survey concern

Are you able to tell how many people had put in a postal code that was invalid?

From: Abby Schneider <ASCHNEID@regina.ca>

Sent: Friday, March 10, 2023 11:27 AM

To: Tasmia Sher <TSher@forumresearch.com>; Winsome Stec <WStec@forumresearch.com>; Craig Lederhouse <CLEDERHO@regina.ca>

Subject: Re: [External email] RE: Survey concern

Thank you!

From: Tasmia Sher <TSher@forumresearch.com>

Sent: Friday, March 10, 2023 11:26 AM

To: Abby Schneider <ASCHNEID@regina.ca>; Winsome Stec <WStec@forumresearch.com>; Craig Lederhouse <CLEDERHO@regina.ca>

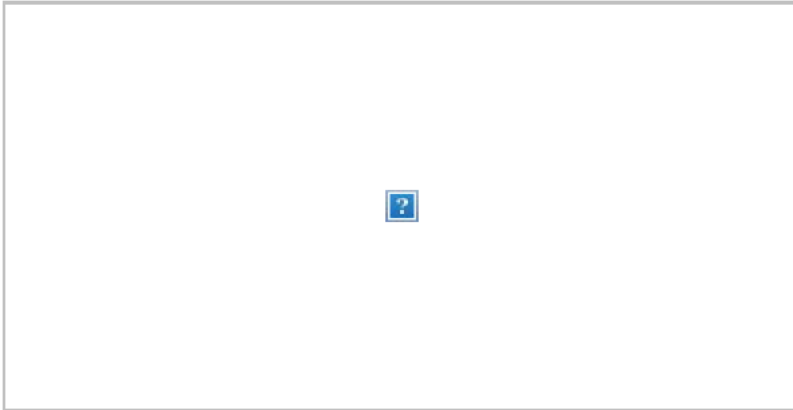
Subject: RE: [External email] RE: Survey concern

Hi Abby,

If someone wants to try again, they will need to clear their cache and reload their browser, or try again in a different browser. With an open-link survey, one of the ways to prevent people from doing

it multiple times is collecting cookies. If someone has cookies on, they won't be able to do the survey again within the same browser – no matter which day they're trying.

However, if they still prefer not to provide their postal code, they'll be unable to continue to the rest of the survey. Here is an image of what it looks like for them:



Our programmer checked the backend and advised that 170 respondents chose “prefer not to say” on the postal code question before that option was removed.

Thanks,

Tasmia

From: Abby Schneider <ASCHNEID@regina.ca>
Sent: Friday, March 10, 2023 10:38 AM
To: Tasmia Sher <TSher@forumresearch.com>; Winsome Stec <WStec@forumresearch.com>; Craig Lederhouse <CLEDERHO@regina.ca>
Subject: Re: [External email] RE: Survey concern

Also, do we know how many people were kicked out?

From: Abby Schneider <ASCHNEID@regina.ca>
Sent: Friday, March 10, 2023 9:25 AM
To: Tasmia Sher <TSher@forumresearch.com>; Winsome Stec <WStec@forumresearch.com>; Craig Lederhouse <CLEDERHO@regina.ca>
Subject: Re: [External email] RE: Survey concern

Thanks. That seems to have fixed some of the confusion people had.

Quick question:

If someone got kicked out because they earlier said. "Prefer not to say" to the postal code question, are they able to now do the survey or are they unable to until tomorrow?

From: Tasmia Sher <TSher@forumresearch.com>
Sent: Friday, March 10, 2023 9:02 AM

To: Abby Schneider <ASCHNEID@regina.ca>; Winsome Stec <WStec@forumresearch.com>; Craig Lederhouse <CLEDERHO@regina.ca>

Subject: RE: [External email] RE: Survey concern

Hi Abby,

It has been updated. The downtown question is asked first, but then the postal code question is asked and they are unable to continue if they don't provide a valid postal code. If they provide a non-Regina postal code, they receive a message stating they are unfortunately not qualified to continue.

Thank you,

TASMIA SHER | RESEARCH ANALYST


tsher@forumresearch.com | forumresearch.com

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From: Abby Schneider <ASCHNEID@regina.ca>

Sent: Friday, March 10, 2023 9:52 AM

To: Winsome Stec <WStec@forumresearch.com>; Craig Lederhouse <CLEDERHO@regina.ca>

Cc: Tasmia Sher <TSher@forumresearch.com>

Subject: Re: [External email] RE: Survey concern

Super- do let me know when that question is all changed and I'll let Service Regina know.

Craig also mentioned that you are uncomfortable with using the language "mandatory" we can keep the survey as is as long as we it quicks you out after the postal code question (not the downtown question) so it is obvious that is why you can't complete the survey.

From: Winsome Stec <WStec@forumresearch.com>

Sent: Friday, March 10, 2023 8:44 AM

To: Craig Lederhouse <CLEDERHO@regina.ca>; Abby Schneider <ASCHNEID@regina.ca>

Cc: Tasmia Sher <TSher@forumresearch.com>

Subject: [External email] RE: Survey concern

Hi Abby,

As discussed, we'll add a note in D3a to say "Must provide valid postal code to continue." and also

remove the PNA option. If someone answers a valid postal code within Regina, they can continue. If they do not, they are terminated. Termination has nothing to do with S2.

Also providing the test link here to help prevent test completes showing up in the live survey. Please use this if you'd like to checkout the survey:

<https://survey.forumresearch.com/SE/Test/?st=MUDAVnKzIgKXffGQppgQnJNQAPFIJjOn3EZVE2ZYte4%3D&tui=auto>

In other news, telephone fieldwork went well yesterday evening! We received 29 completes and the average survey time was 7 minutes. We will continue to survey today and over the weekend.

Lastly, I'm not feeling well today so I'm looping in my Research Analyst, Tasmia. She will be able to answer any additional questions that may come up!

Kind regards,

Win

WINSOME STEC, CAIP | SENIOR RESEARCH DIRECTOR

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From: Winsome Stec

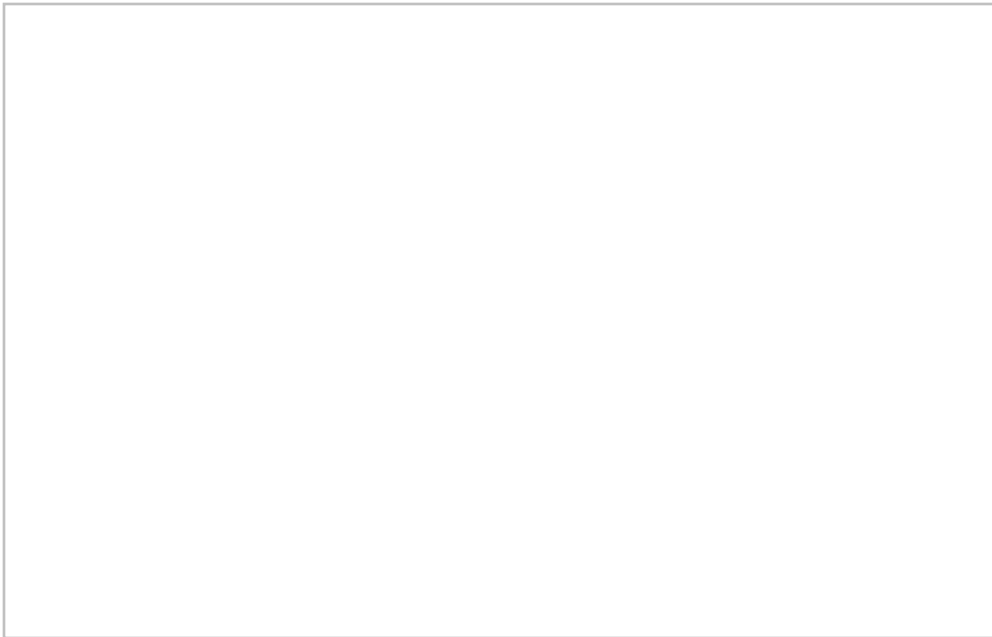
Sent: March 10, 2023 9:31 AM

To: 'Craig Lederhouse' <CLEDERHO@regina.ca>; Abby Schneider <ASCHNEID@regina.ca>

Subject: RE: Survey concern

Hi Craig,

I can confirm it's because they are not providing a postal code. They are first asked to confirm they are at least 16 years of age and a Resident of Regina, then asked if they live within DT, then asked for a specific postal code:



Kind regards,

Win

WINSOME STEC, CAIP | SENIOR RESEARCH DIRECTOR


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From: Craig Lederhouse <CLEDERHO@regina.ca>

Sent: March 10, 2023 7:45 AM

To: Winsome Stec <WStec@forumresearch.com>; Abby Schneider <ASCHNEID@regina.ca>

Subject: Survey concern

Hi Win,

We're seeing concern from residents who say they aren't being allowed to take the online survey if they say they don't live downtown.

I suspect the real reason is that they aren't providing a postal code.

Can you confirm the online survey is built correctly in this respect? I'd suggest that if residents don't enter a postal code - which makes them ineligible - then they shouldn't be asked if they live downtown.

Thanks for your consideration.

Craig

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