



WATTS MARKETING RESEARCH LTD.
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November 6, 1978

The Corp. of the District of Burnaby
Planning Dept.
4949 Canada Way
Burnaby, B.C.
V5G 1M2

ITEM	10
MANAGER'S REPORT NO.	12
COUNCIL MEETING	1979 02 12

Dear Sirs:

As per your instructions Watts Marketing Research Ltd. conducted a Public Opinion Survey re an application for a proposed Neighbourhood Pub to be located at 7174 Barnet Road.

We are confident that we contacted every household/business within the designated area and that every person 19 years of age and older was given the opportunity to register a vote.

We are also confident that we followed all specifications and recommendations as outlined in our proposal letter of Sept. 28, 1978 and those adopted by Council October 23, 1978.

In this letter we, Watts Marketing Research Ltd., attest to the accuracy and the veracity of the results published in the accompanying report.

Yours sincerely

WATTS MARKETING RESEARCH LTD.

W. B. Watts
President

WBW/ab

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OBJECTIVES

Watts Marketing Research Ltd. was commissioned by The Corporation of the District of Burnaby to conduct a public opinion survey amongst residents re an application for a proposed neighbourhood pub to be located at 7174 Barnet Road. The survey was to be conducted amongst all residents, property owners and lessees/managers of businesses, age 19 years and older, within a one half mile, or more specifically a 2,640 foot radius of the proposed site, namely 7174 Barnet Road.

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METHODOLOGY

Following all specifications set down by Burnaby Council and Burnaby Planning Dept., five enumerators began canvassing the designated areas on November 7, 1978 and upon completion all unused materials, namely ballot kits and/or OLN kits, were returned to our office on November 13, 1978. All residents, property owners and lessees/managers of businesses, 19 years of age and older were enumerated.

The enumerators called at each residence and/or business establishment within their designated area and on specially designed enumeration sheets recorded the names and addresses of all "at home" eligible voters and the addresses of the "not at home" voters.

If the respondent was "at home" they were given a voting kit for each eligible voter within the household. The voting kit contained a Ballot, a Self-Addressed Postage Paid Return Envelope, and an Information Sheet which gives a description of the pub proposal and instructions on how to execute and return the ballot.

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