

Land Matters Survey Analysis:

Preliminary Findings

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Presentation to the Land Matters Advisory Committee

Land Matters Project Team
Quality Inn on the Hill, Charlottetown
November 10, 2020



Outline

1. What we did: Methods
2. Why? / Rationale
3. What we found
4. Content Analysis
5. Issue Identification
6. Priorities
7. Methods and Actions
8. Questions

What we did: *Methods*

- Research Questions
- Website development
- Survey Design
- Online Survey
- Content Analysis
- Thematic Analysis
- Survey Report

Why? *Rationale*

- Knowledge gap on what the general population perceives to be key problems associated with land legislation and policy in PEI.
- Evidence from stakeholders and past reports suggests that issues may center around land *use, planning, and ownership*.
- Understanding the general population's perceptions helps ensure that legislation/policy addresses issues that are responsive to the expectations of PEI residents.
- The Department requires evidence and knowledge to identify the issue(s) related to land legislation.
 - Survey is one of several “lines of evidence”

What we found:

Content Analysis

- **Content analysis:** Examining the frequency of certain words across all responses.
 - Provides insight into how respondents describe land issues, priorities, and actions.
 - Content analysis does *not* provide information on the messages or meanings.
 - Does help to provide a general sense of large amounts of complex qualitative data.
 - Also provides a starting point for a more detailed thematic analysis of results.

Content Analysis

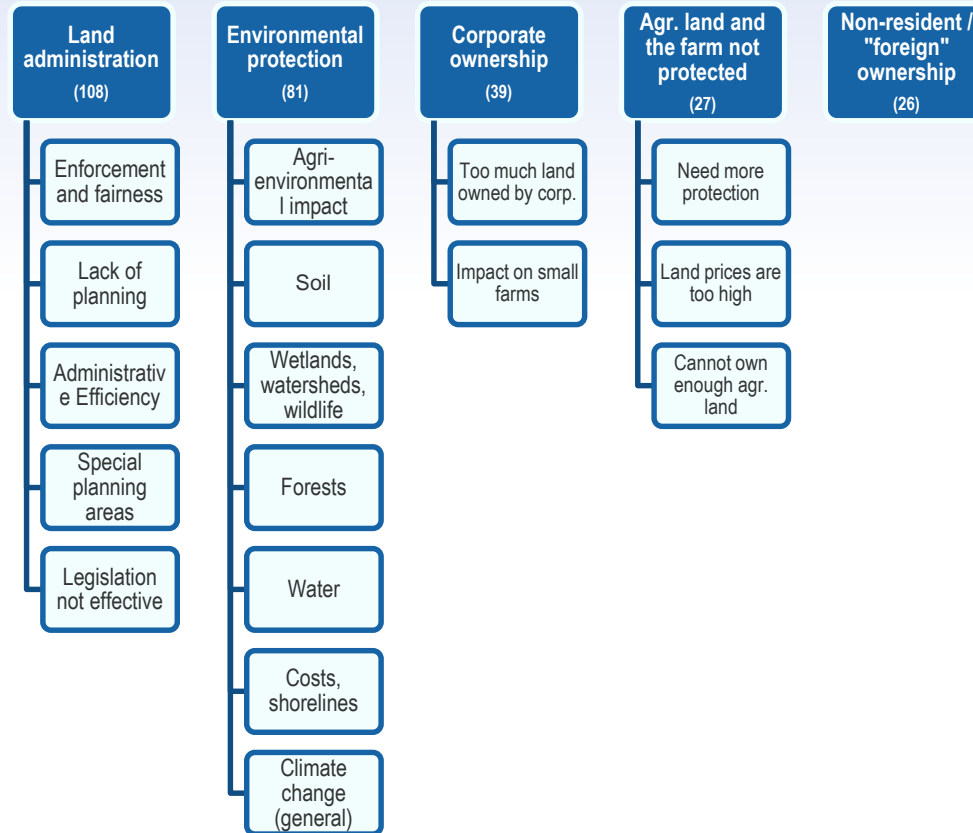
Word	Times used	Word	Times used	Word	Times used
use	217	islanders	67	practices	52
water	197	limit	66	holding	49
farmers	188	enforce	63	change	48
farm	160	future	62	enforcement	48
ownership	122	residents	61	policy	48
soil	122	support	61	sustainable	48
protection	111	regulations	59	crop	47
limits	108	rural	59	communities	46
planning	106	local	58	quality	46
legislation	98	property	58	rules	46
agriculture	96	acres	57	owners	45
corporations	87	community	57	purchase	44
public	79	amount	55	zones	44
farming	78	increase	55	important	43
protect	75	ensure	54	organic	43
loopholes	69	family	54	wells	43
access	68	issues	54		

What we found:

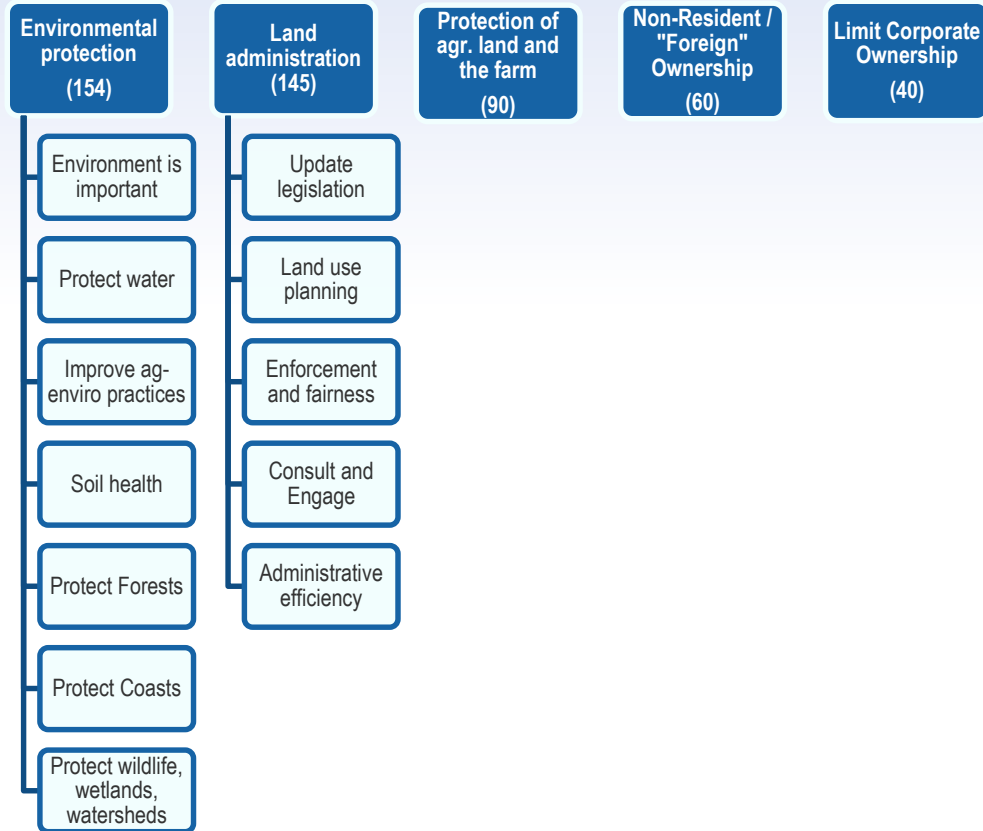
Thematic Analysis

- **Thematic Analysis:** Identifying patterns or themes in qualitative data
 - Provides deeper insights compared to content analysis.
 - More interpretation on the part of the researcher.
 - Allows important opinions, perspectives, and beliefs to be captured and reported on.
 - What constitutes a key theme is interpretive.
 - Key themes are those which are helpful in answering specific research questions
- **Research Questions:**
 - What do respondents believe are key **issues** that future PEI land policy should respond to?
 - What does the sample believe are general **priorities** for future land policy?
 - What **methods or actions** do respondents propose to address the key issues?

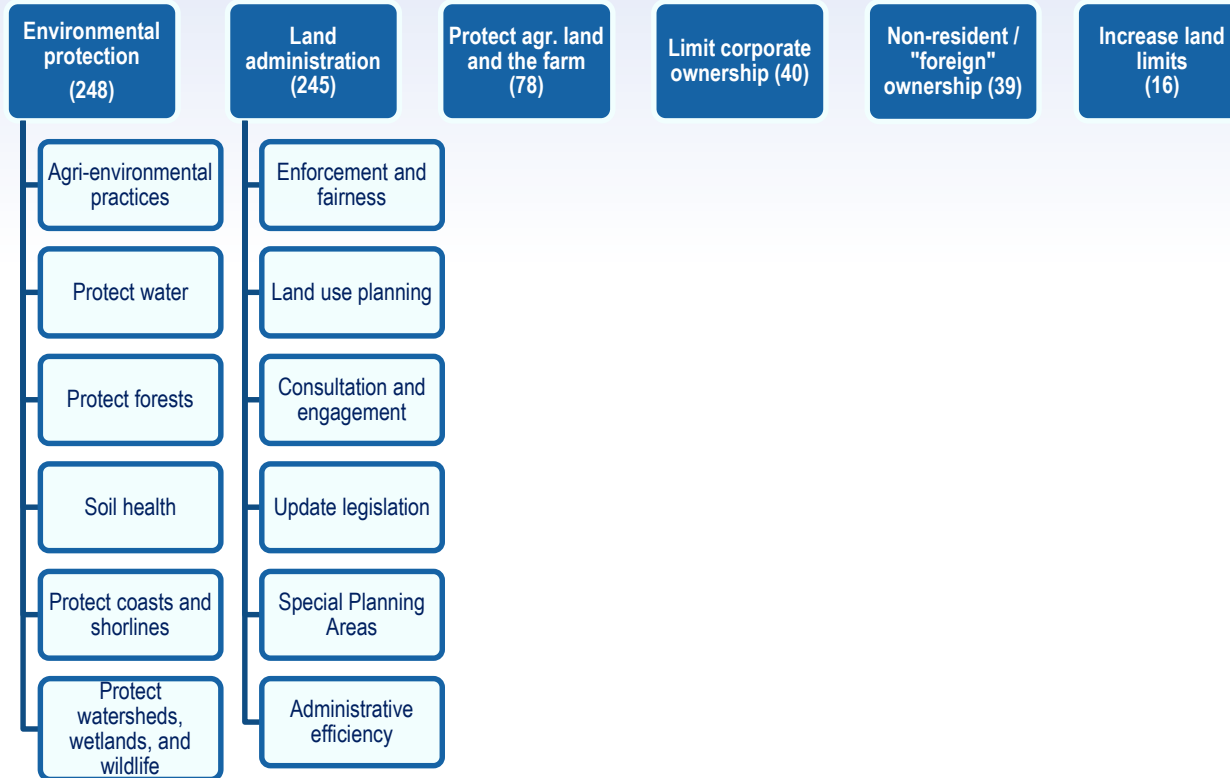
Issue Identification



Priorities



Methods & Actions



Questions and Discussion

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