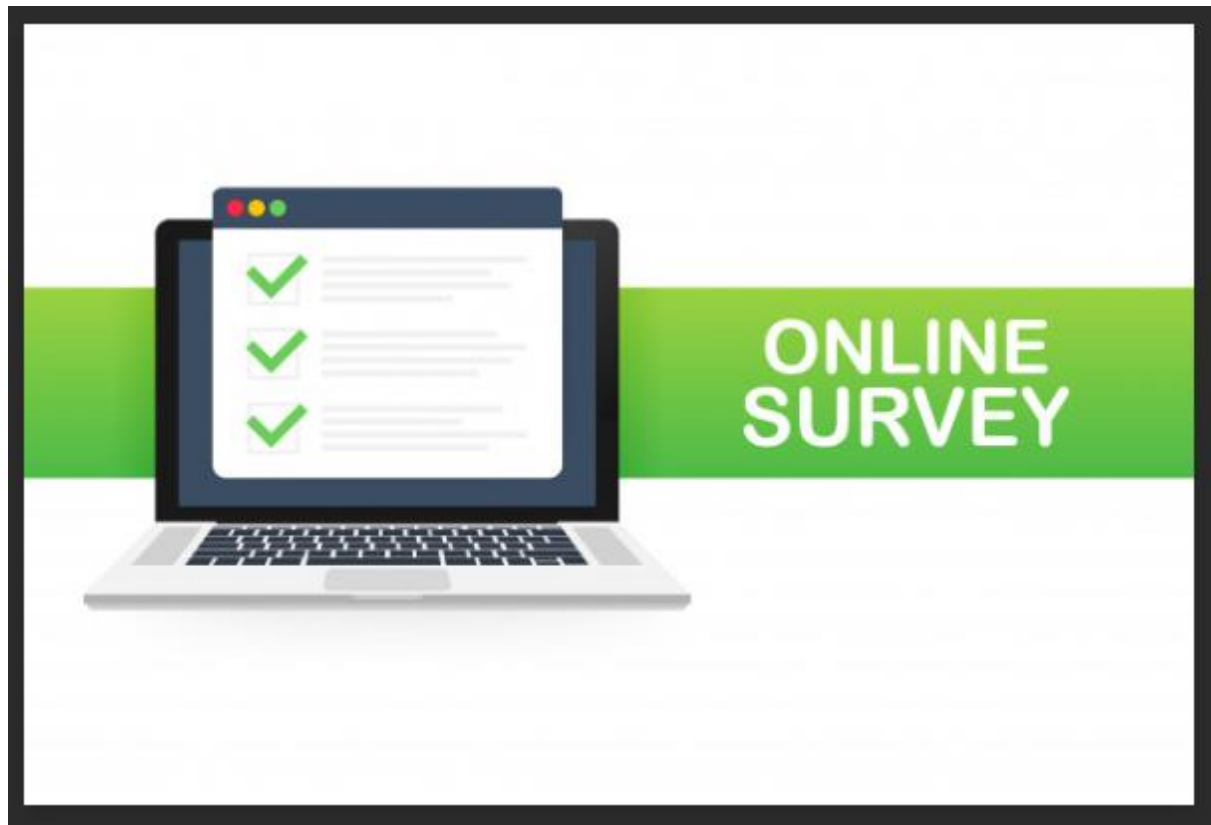# CBRM Residents' Survey 2019-2020
Final Results Analysis

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Results of Hypothesis Testing

I will begin the unpacking of the CBRM Residents' Survey 2019-2020 Analysis with a table of my eight Hypothesis. The table indicates which Hypothesis were accepted or rejected.

Results of Hypothesis Testing Table	
Hypothesis	**Results**
H1: There is a positive relationship between the CBRM's business environment and its residents holding more favourable intentions about remaining in CBRM.	**ACCEPTED**
H2: There is a positive relationship between CBRM's employment levels and its residents holding more favourable intentions about remaining in CBRM.	REJECTED
H3: There is a positive relationship between the CBRM's infrastructure and its residents holding more favourable intentions about remaining in CBRM.	REJECTED
H4: There is a positive relationship between CBRM's heritage and its residents holding more favourable intentions about remaining in CBRM.	**ACCEPTED**
H5: There is a positive relationship between CBRM's social and cultural activities and its residents holding more favourable intentions about remaining in CBRM.	REJECTED
H6: There is a positive relationship between CBRM's nature and its residents holding more favourable intentions about remaining in CBRM.	REJECTED
H7: There is a positive relationship between CBRM's government services and policy and its residents holding more favourable intentions about remaining in CBRM.	REJECTED
H8: There is a positive relationship between CBRM's quality of life and its residents holding more favourable intentions about remaining in CBRM.	**ACCEPTED**

How was the Hypothesis Testing done?

1. From SPSS (Statistical Package for the Social Sciences) a Multiple Regression Analysis was performed to establish whether the hypothesis was accepted or not.

2. The Multiple Regression Analysis studies the relationship between the eight independent variables: Business Environment, Employment, Infrastructure, Heritage, Cultural & Social Activities, Nature, Government Services & Policy and Quality of Life and the single dependent variable: Residents' Intention to remain in CBRM.

3. See the Multiple Regression Results Table below. The higher the Beta value, the stronger the association between variables. And the P-value or Probability Value must be less than 0.05 for the variable to be statistically significant. Statistical significance means there is a strong indication that the relationship between two or more variables is not attributed to chance, but is instead likely to be attributable to a specific cause and is therefore considered reliable.

Multiple Regression Results (Variables – Highest to Lowest)	Beta	P Value
Heritage	.338	.000
Business Environment	.198	.003
Quality of life	.122	.035
Social and Cultural Activities	-.100	.117
Employment	.095	.155
Infrastructure	.086	.174
Nature	-.035	.579
Government Services and Policy	-.012	.853

Note: See Explanation of table on next page

Multiple Regression Results

Results indicate there exists a significant relationship between **Heritage** and Residents' Intention to remain in CBRM based on its beta value (β= 0.338). Heritage is also statistically significant because its P-value (0.000) is less than 0.05.

Results indicate there exists a significant relationship between the **Business Environment** and Residents' Intention to remain in CBRM based on its beta value (β= 0.198). The Business Environment is also statistically significant because its P-value (0.003) is less than 0.05.

Results indicate there exists a significant relationship between **Quality of Life** and Residents' Intention to remain in CBRM based on its beta value (β -0.122). Quality of Life is also statistically significant because its P-value (0.035) is less than 0.05.

Results indicate no significant relationship exists between **Social & Cultural Activities** and Residents' Intention to remain in CBRM based on their beta value (β= -0.100). Social & Cultural Activities are also not statistically significant because their P-value (0.117) is higher than 0.05.

Results indicate no significant relationship exists between **Employment** and the Residents' Intention to remain in CBRM based on its beta value (β= 0.095). Employment is also not statistically significant because its P-value (0.155) is higher than 0.05.

Results indicate no significant relationship exists between **Infrastructure** and the Residents' Intention to remain in CBRM based on its beta value (β= 0.086). Infrastructure is also not statistically significant because its P-value (0.174) is higher than 0.05.

Results indicate no significant relationship exists between **Nature** and the Residents' Intention to remain in CBRM based on its beta value (β= -0.035). Nature also is not statistically significant because its P-value (0.579) is higher than 0.05.

Results indicate no significant relationship exists between **Government Services & Policy** and the Residents' Intention to remain in CBRM based on its beta value (β= -0.012). Government Services & Policy also is not statistically significant because the P-value (0.853) is higher than 0.05.

Findings Discussion

CBRM Residents' Survey 2019-2020

The goal of this research was to establish if there was a relationship between eight CBRM attributes and the residents' intention to remain in the community. Because the CBRM has a history of dire economic predictions, as well as a mythos of the people needing to leave the area to find good employment, it was important to learn what compels residents to remain in the community. The findings show that the **Heritage** attribute is *hands down* the clear choice of residents when it comes to their reason for intending to remain in CBRM. This is in line with scholars Kavaratzis and Ashworth (2005) who point out that a city's heritage holds what is unique and authentic about a city. The heritage embodies a city or community's core values, and it also possesses its authentic symbols which are found inside the true history of the community (Urde et al. 2007). One of the cornerstones of marketing thought is consumer orientation; or the thinking about the product, the company and the way we 'do business' from the consumer's viewpoint. In city marketing and especially in the case of the city's existing residents, consumer's orientation would have to be how the residents encounter the city they live in, how they make sense of it, which physical, symbolic or other elements they evaluate in order to make their assessment of the city. (Kavaratzis and Ashworth 2005)

The activation of a city's heritage within its (city or place) brand is beneficial because it reflects the city's distinctiveness, which creates a unique positioning for the community. Heritage lends depth to the city's brand quality, and credibility in its value proposition. A city's brand is the same as a company's brand. It presents a promise of value and reflects the way a city wants to present itself to the world. Again, like company branding, good city branding can make a place seem desirable, but bad city branding can have the opposite effect. Good city branding can cumulatively evoke citizen pride and respect as well as a strong resident commitment to their community (Urde et al. 2007). Moreover, researchers have shown that when a city remains true to its heritage, it positively impacts not only the city's image, but its perceived value among its residents (Wuestefeld et al. 2012).

Despite all of the economic issues that CBRM is facing, it is the Heritage of CBRM that matters to the residents and impacts their willingness to remain. Heritage, Business Environment and Quality of Life are the CBRM attributes that positively affect their citizens' Intention to remain.

The Business Environment was the second choice of the attributes that were found to impact on the choice of residents' reasons for intending to remain in CBRM. This is in line with the popular Anholt-GMI City Brands Index, which states that being able to conduct business in a city is one of the pivotal attributes of a city (Anhold 2006). Interestingly, one of the known challenges of CBRM is its economy, and yet the Business Environment has been able to generate an excitement about it that the residents are supportive of.

The third of the attributes that were found to impact on the choice of residents when it comes to their reasons for intending to remain in CBRM was Quality of Life. The Quality of Life index according to Rogerson (1999) was thought to be reflective of a competitive city's profile and Quality of Life was also a most effective attribute for attracting businesses and capital, and for positively impacting urban growth and city development. When it comes to CBRM there is very little crime and a sense of safety is present within the minds of the residents who responded to the survey. Given that CBRM is located on Cape Breton Island, the Atlantic Ocean is always nearby and there is an abundance of known beauty and charm to the Island. CBRM's housing costs are some of the lowest in the province and the country and it never takes long to drive anywhere. Most residents having grown up in CBRM know their neighbours and their neighbour's neighbours and if they don't, they know someone who knows them. There is such a strong community in CBRM and it has much to offer to new and current residents, as well as businesses and tourists.

Conclusion

The study of the CBRM Residents' Intention to remain in the community being based on its attributes is an entirely novel approach to looking at the community. The study brings to light the value that CBRM residents place on their heritage in a way that has never before been done. Results indicated overwhelmingly that *heritage* was the choice of the majority of residents in CBRM, followed by the business environment and quality of life. Only three hypotheses were accepted in this study; therefore demonstrating that five (employment, infrastructure, government policy and services, nature and social and cultural activities) of the eight hypotheses were rejected indicating that these attributes had very little impact on the CBRM residents' intention to remain in the community.

It would benefit municipal government and policy makers to know this information because knowing what the residents' value may help them communicate more effectively with CBRM residents. Perhaps, if the municipal government's messages contained information which the residents of CBRM valued, it would impact their cooperation and support of the government in their efforts to improve the very serious situation CBRM finds itself in presently. And in closing, I would like to suggest that it can also be of value for the residents to learn of how their heritage as CBRMers matters to them. Perhaps it is time for the heritage of CBRM to be further explored, defined and invested in by its residents, as well as its government and policy makers.

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 Kim Williamson grew up in Sydney, Nova Scotia. The CBRM Residents' Survey 2019-2020 was completed to meet the requirements of her Masters of Communication in Integrated Marketing Communications at Universiti Sains Malaysia. 277 Respondents participated in the online survey. CBRMresidentssurvey@gmail.com and kimberleyannewilliamson@gmail.com