

2008 Clare Community Survey

Community Survey Results – Last fall the City of Clare partnered with Cobalt Community Research to conduct a survey of city residents and property owners. The primary focus of the survey was to measure the current satisfaction levels of city residents and property owners on a variety of topics including fire and police protection, medical services, public schools, public transportation, public utilities, city parks and recreation programs.

The survey was mailed to 1,126 individual addresses which included residential property owners, apartment and home renters, businesses, public schools, churches and other non-profit entities. At the conclusion of the survey a total of 306 surveys (27.2%) were completed and returned. This is a very good response rate which allows statistically valid observations and conclusions to be drawn from the compiled results. Overall the results are very positive with virtually all of the data points demonstrating quite high levels of community satisfaction as compared to the composite scores for the State of Michigan.

The survey also revealed some areas of opportunity for the city and the community to work on to improve satisfaction levels and the quality of life in Clare. For instance, the survey results indicated that the community desires a wider range of cultural offerings and events as well as the development of a strong/vibrant art community. These individual findings become even more revealing when the demographics of the survey respondents are taken into consideration during analysis of the survey data.

The following pages contain summary information from the 2008 Clare Community Survey including the following:

- A sample of the survey questionnaire that was mailed.
- Summary statistics of the survey respondents (there were a total of 306 surveys completed and returned). This information is particularly important in reviewing and analyzing the survey results. Though it is important to not read into statistics or findings it is equally important to fully understand the findings and in the case of a survey who has responded and consequently who has not responded.
- The City of Clare's survey results compared to the State of Michigan composite score for all 82 data points within the survey.
- Graphical presentation of the 82 data points of the survey comparing the City of Clare's results to the State of Michigan composite score.

Drawing conclusions from a survey or any other set of data must be done carefully using statistically valid procedures to insure that the results are accurately presented and that the conclusions are based upon the actual results and not our feelings or intuition. As the data is being analyzed it is also important to be aware of who participated in the survey (the demographics of the survey respondents), how the survey demographics compare to the entire population that the survey was sent to and also what the results don't say. This final point is sometimes the most challenging as our emotions and feelings can at times blur our vision or understanding of the facts.

SURVEY QUESTIONNAIRE

CITIZEN SATISFACTION SURVEY

Please focus your responses on the city of Circleville. All answers will remain completely confidential - your name will not be shared with the results. Complete and return the survey in the enclosed postage-paid envelope before April 15, 2008.

1. First, think about your **local public school system** and rate it on the following attributes using a scale from 1 to 10, where 1 means "**Poor**" and 10 means "**Excellent**."

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
Meeting the needs of the community	<input type="radio"/>										
Preparation of students for solid careers	<input type="radio"/>										
Preparation of students for college	<input type="radio"/>										
Communication with the public	<input type="radio"/>										

2. Now, think about the **transportation infrastructure** in your community and rate it on the following attributes:

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Not Applicable
Road Maintenance	<input type="radio"/>										
Snow removal	<input type="radio"/>										
Road signage	<input type="radio"/>										
Traffic free of congestion	<input type="radio"/>										
Public transportation options	<input type="radio"/>										

3. Please rate your **local fire department** on the following attributes:

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
Adequate coverage for the community	<input type="radio"/>										
Fire prevention education	<input type="radio"/>										
Quick response	<input type="radio"/>										

- 4 Next, please rate your **local police department** on the following attributes:

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
Respectful treatment of citizens	<input type="radio"/>										
Fair and equitable enforcement	<input type="radio"/>										
Safety education	<input type="radio"/>										
Quick response	<input type="radio"/>										

5. Next, rate the **utility services** (e.g., water and sewer, garbage, or electricity, etc.) that you use on the following attributes:

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Not Applicable
Water quality	<input type="radio"/>										
Adequate garbage collection	<input type="radio"/>										
Reliable electric service	<input type="radio"/>										

6. Have you paid property taxes in the last 12 months?

- Yes
- No (*Please skip to Q.7*)

6a. Rate your **local property taxes** on the following attributes:

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Not Applicable
Fairness of property appraisals	<input type="radio"/>										
Adequate period to pay taxes	<input type="radio"/>										
Bills are easy to understand	<input type="radio"/>										
Fairness of tax levels	<input type="radio"/>										

7. Next, rate your **local parks and recreation** facilities and programs on the following attributes:

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
Facilities meet your needs	<input type="radio"/>										
Facility maintenance	<input type="radio"/>										
Quality of recreational programs	<input type="radio"/>										
Variety of recreational programs	<input type="radio"/>										

7a. How frequently do you use the parks and recreation facilities and programs?

- Never
- Less than 6 times a year
- 6-12 times a year
- More than 12 times a year

8. Rate your **local library** on the following attributes:

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
Hours of operation	<input type="radio"/>										
Adequacy of resources to meet your needs	<input type="radio"/>										
Location(s)	<input type="radio"/>										

8a. How frequently do you use the local library?

- Never
- Less than 6 times a year
- 6-12 times a year
- More than 12 times a year

SURVEY CONTINUES ON THE BACK OF PAGE TWO → → →

9. Indicate the degree to which each statement below describes your community on a scale where 1 means **"Does Not Describe at All"** and 10 means **"Describes Perfectly."**

	Does Not Describe at all 1	2	3	4	5	6	7	8	9	Describes Perfectly 10
This is a safe place to live	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is an enjoyable place for children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is an enjoyable place for unmarried young adults	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is an enjoyable place for senior citizens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is an enjoyable place for everyone else	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The community is growing responsibly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is a wide range of cultural offerings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The arts community is strong and vibrant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There are many quality sporting events to attend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is a great place to have a business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leaders are trustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local government is well managed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local government employees are well trained	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local government spends dollars wisely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Great place to live	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Rate your **community health care** on the following:

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
Access of health care	<input type="radio"/>										
Quality of health care	<input type="radio"/>										

11. Rate your **community internet service** on the following:

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
Access of internet	<input type="radio"/>										
Quality of internet	<input type="radio"/>										

12. Rate your **community** on the following:

	Poor 1	2	3	4	5	6	7	8	9	Excellent 10	Don't Know
Cost of living	<input type="radio"/>										
Quality of jobs	<input type="radio"/>										
Affordability of housing	<input type="radio"/>										
Attractiveness of neighborhoods	<input type="radio"/>										
Shopping convenience for everyday items	<input type="radio"/>										
Shopping convenience for major items	<input type="radio"/>										
Interaction between ethnic groups	<input type="radio"/>										

13. Please consider all your experiences in the last year with your local government. Using a 10 point scale, where 1 means **"Very Dissatisfied"** and 10 means **"Very Satisfied,"** how satisfied are you with your local government?

Very Dissatisfied 1	2	3	4	5	6	7	8	9	Very Satisfied 10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Consider all of the expectations you have about your local government. Using a 10 point scale where 1 means **"Falls Short of Your Expectations"** and 10 means **"Exceeds Your Expectations,"** to what extent has your local government fallen short of your expectations or exceeded your expectations?

Falls Short of Expectations 1	2	3	4	5	6	7	8	9	Exceeds Expectations 10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. Imagine an ideal provider of local services. How well do you think your local government compares with that ideal provider of local services? Please use a 10 point scale where 1 means **"Not Very Close to the Ideal"** and 10 means **"Very Close to the Ideal."**

Not Very Close to the Ideal 1	2	3	4	5	6	7	8	9	Very Close to the Ideal 10
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Indicate the likelihood that you will take each of the following actions based on a scale where 1 means **"Not at All Likely"** and 10 means **"Very Likely."**

	Not at All Likely 1	2	3	4	5	6	7	8	9	Very Likely 10
Recommend the community as a place to live	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Remain living in the community FIVE years from now	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Be a community volunteer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Encourage someone to start a business in the community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Support the current local government administration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consider moving because of weather/climate concerns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Finally, these last few questions will allow us to combine your answers with those of others for reporting purposes. Again, all answers will remain strictly confidential and will not be used in any way to identify you.

How long have you been living in this community?

- One year or less 6-10 years
 1-5 years More than 10 years

Do you own or rent/lease your residence?

- Own Rent/Lease

Which of the following categories contains your age?

- 18 to 24 35 to 44 55 to 64
 25 to 34 45 to 54 65 or over

Which of the following categories best describes your level of education?

- Some high school or less Some college Graduate degree(s)
 High school graduate College graduate

Which of the following categories includes your total family income last year?

- \$25,000 or less \$50,001 to \$100,000
 \$25,001 to \$50,000 Over \$100,000

Mark the boxes that describe the people living in your house (other than yourself and/or a spouse). Please check all that apply.

- Child(ren) age 12 or under Child(ren) over age 12 Parent age 65 or older

What is your gender?

- Male Female

To which group(s) below do you consider yourself to belong? Please check all that apply.

- American Indian/Alaska Native/Native Hawaiian Black/African American White/Caucasian
 Asian Hispanic/Latino Other

That concludes our survey. Thank you for your time and cooperation.

(office use only: ZIP) [_____]

(office use only: GID) [_____]

(office use only: RID) [_____]

**SUMMARY STATISTICS
OF THE
SURVEY RESPONDENTS**

Cobalt City of Clare Citizen Satisfaction Survey

Background:

No. of Residents	No. of Employees	Method of Incorporation	State
3200	26	City	Michigan

Total Number of Responses
306

Year	Paid Property Taxes	Yes	No
2008		95.7%	4.3%

Frequency of Use:

Year	Use of Parks	Never	<6 times/yr	6-12 times/yr	>12 times /yr
2008		18.7%	42.7%	21.3%	17.3%

Year	Use of Library	Never	<6 times/yr	6-12 times/yr	>12 times /yr
2008		19.7%	29.3%	18.8%	32.2%

Respondent Demographics:

Year	Age	18-24	25-34	35-44	45-54	55-64	65 or over
2008		0.7%	5.0%	14.7%	21.7%	23.7%	34.3%

Year	Gender	Male	Female
2008		48.6%	51.4%

Year	Education	Some high school or less	High school graduate	Some college	College graduate	Graduate degree(s)
2008		1.3%	20.3%	29.3%	26.7%	22.3%

Year	Income	\$25,000 or less	\$25,001-\$50,000	\$50,001-\$100,000	Over \$100,000
2008		16.4%	33.1%	37.9%	12.6%

Year	Own or Rent/Lease	Own	Rent/Lease
2008		95.3%	4.7%

Year	Years of Residency	Less than 1 year	1-5 years	6-10 years	More than 10 years
2008		2.0%	12.8%	7.4%	77.9%

Year	Kids 12 and under	Kids over 12	Parent age 65+
2008	15.4%	22.9%	7.8%

Year	Am. Indian / Alaskan / Hawaiian	Asian	Black / African American	Hispanic / Latino	White	Other
2008	1.3%	0.7%	0.3%	0.7%	95.4%	1.3%

**SURVEY RESULTS
COMPARED TO
THE STATE OF MICHIGAN
COMPOSITE RESULTS
PRESENTED IN TABLE FORM**

**2008 Community Survey Results
City of Clare**

<u>Component/Question</u>	<u>City of Clare Score</u>	<u>Michigan Composite Score</u>	<u>Percentage Comparison Clare to Michigan Higher/(Lower)</u>
Citizen Satisfaction			
Overall Rating	56.8	50.0	13.6%
Overall satisfaction	59.0	52.0	13.5%
Compared to expectations	54.6	47.0	16.2%
Compared to ideal	56.4	49.0	15.1%
Public Schools			
Overall Rating	67.2	60.0	12.0%
Meeting community needs	70.1	62.0	13.1%
Preparation for careers	65.7	60.0	9.5%
Preparation for college	67.1	62.0	8.3%
Communication with public	64.0	58.0	10.4%
Transportation			
Overall Rating	66.9	57.0	17.4%
Road Maintenance	60.8	44.0	38.1%
Snow removal	73.8	57.0	29.5%
Road signage	73.3	69.0	6.3%
Traffic free of congestion	68.0	59.0	15.2%
Public transportation options	51.9	42.0	23.6%
Fire Department			
Overall Rating	81.5	72.0	13.1%
Adequate coverage	83.8	75.0	11.7%
Fire prevention education	76.7	67.0	14.4%
Quick response	83.0	76.0	9.2%
Police Department			
Overall Rating	70.7	63.0	12.2%
Respectful treatment	70.3	63.0	11.6%
Fair/equitable enforcement	69.1	63.0	9.6%
Safety education	69.9	63.0	10.9%
Fast response	72.4	65.0	11.3%
Utility Services			
Overall Rating	72.8	75.0	-2.9%
Water quality	56.5	70.0	-19.3%
Adequate garbage collection	79.5	78.0	2.0%
Reliable electric service	80.7	77.0	4.8%

**2008 Community Survey Results
City of Clare**

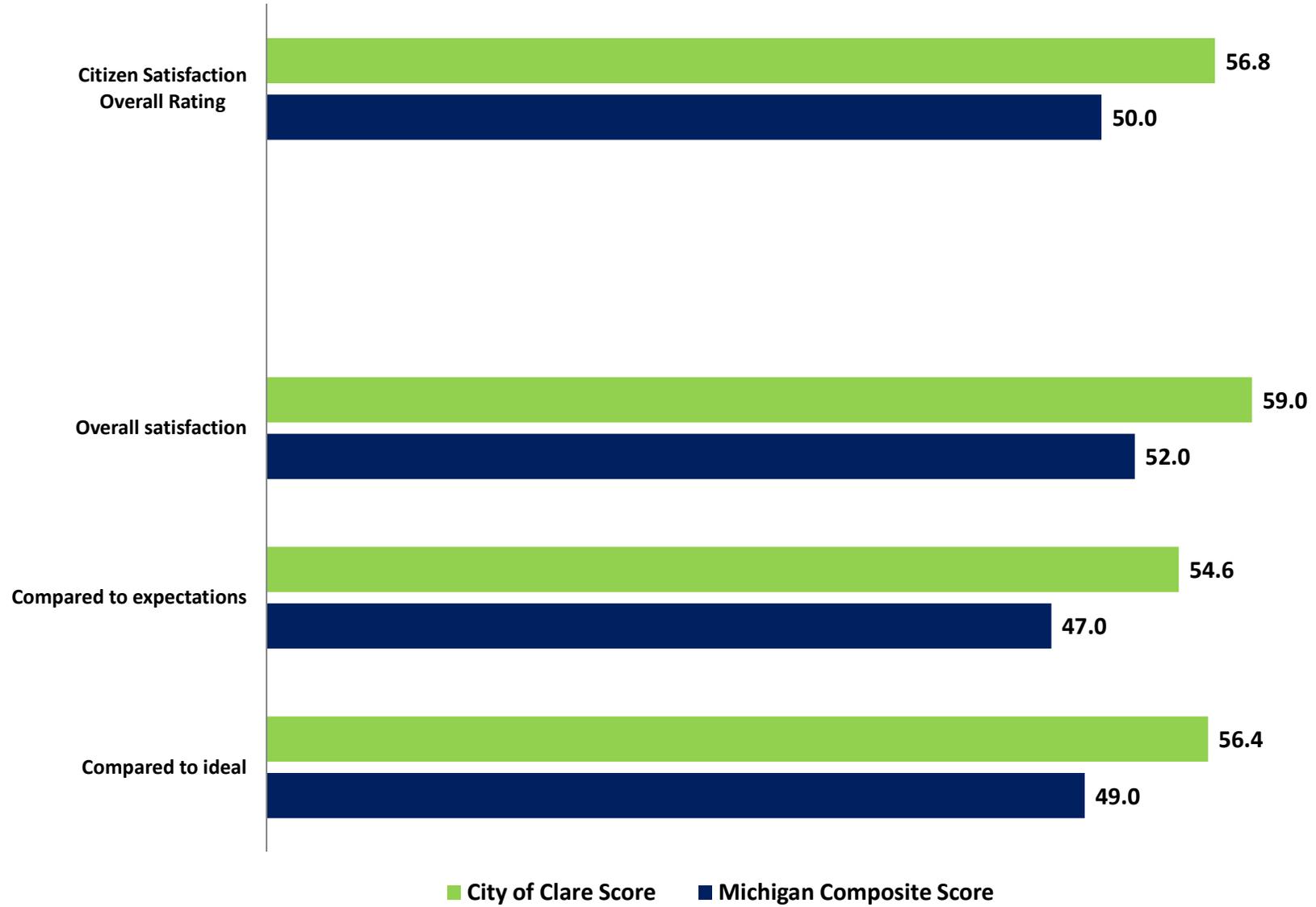
<u>Component/Question</u>	<u>City of Clare Score</u>	<u>Michigan Composite Score</u>	<u>Percentage Comparison Clare to Michigan Higher/(Lower)</u>
Property Taxes			
Overall Rating	58.1	56.0	3.8%
Fairness of appraisals	48.1	45.0	6.8%
Adequate period to pay	68.1	67.0	1.6%
Bills easy to understand	69.4	68.0	2.1%
Fairness of tax levels	45.7	44.0	3.8%
Parks and Recreation			
Overall Rating	73.0	66.0	10.6%
Facilities meet your needs	75.3	69.0	9.1%
Facility maintenance	76.5	68.0	12.5%
Quality of programs	70.4	65.0	8.3%
Variety of programs	65.1	63.0	3.4%
Library			
Overall Rating	80.8	75.0	7.7%
Hours of operation	70.4	74.0	-4.8%
Adequacy of resources	80.7	76.0	6.2%
Location(s)	88.6	78.0	13.5%
Community Health Care			
Overall Rating	72.6	68.0	6.8%
Access of health care	75.9	68.0	11.6%
Quality of health care	69.2	67.0	3.2%
Events and Environment			
Overall Rating	52.1	50.0	4.2%
Overall Rating	52.1	50.0	4.2%
Internet Service			
Internet Service	76.3	61.0	25.1%
Access of Internet	77.5	63.0	23.0%
Quality of Internet	75.0	61.0	23.0%
Community Events			
Community Events	40.6	48.0	-15.4%
Range of cultural offerings	35.1	48.0	-26.8%
Strong/vibrant art community	35.9	47.0	-23.7%
Quality sporting events	52.1	50.0	4.1%
Community Environment			
Community Environment	42.4	48.0	-11.6%
Quality of jobs	33.5	37.0	-9.6%
Shopping for everyday items	56.5	64.0	-11.7%
Shopping for major items	39.9	57.0	-29.9%
Ethnic group interaction	39.7	45.0	-11.7%

**2008 Community Survey Results
City of Clare**

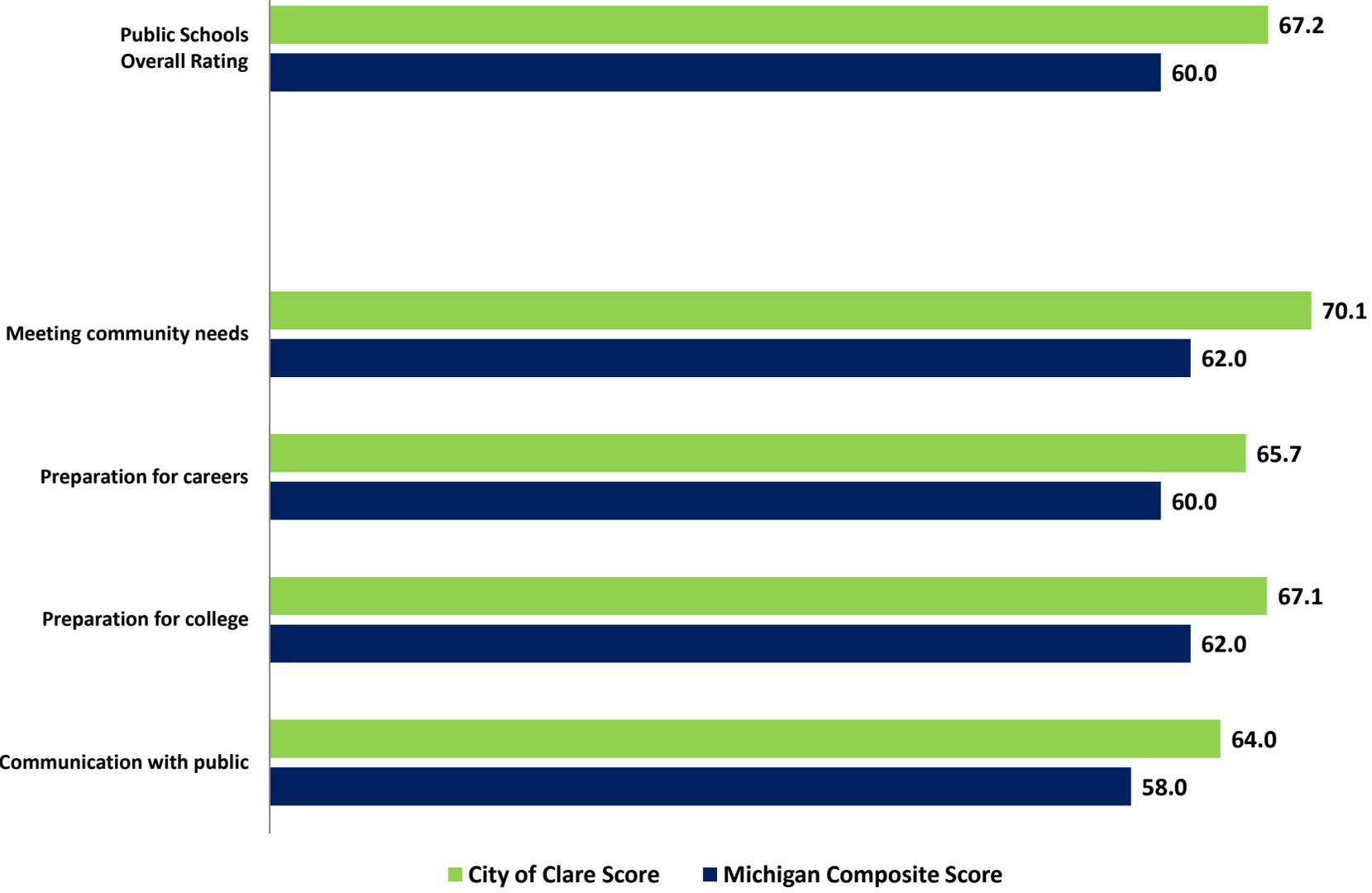
<u>Component/Question</u>	<u>City of Clare Score</u>	<u>Michigan Composite Score</u>	<u>Percentage Comparison Clare to Michigan Higher/(Lower)</u>
Cost of Living	58.7	51.0	15.0%
Living costs	53.2	48.0	10.7%
Affordability of housing	56.1	46.0	21.9%
Neighborhood attractiveness	65.0	57.0	14.0%
Outcomes			
Recommend as place to live	63.8	62.0	2.8%
Remain in community	69.4	66.0	5.2%
Plan to volunteer	54.4	42.0	29.5%
Business Climate	43.9	42.0	4.4%
Encourage business start up	45.2	40.0	13.1%
Great place for business	42.0	44.0	-4.5%
Support government admin	58.5	48.0	21.8%
Place to Live	64.9	65.0	-0.2%
Safe place to live	74.4	72.0	3.4%
Enjoyable for children	70.3	68.0	3.3%
Enjoyable for young adults	49.2	54.0	-8.9%
Enjoyable for seniors	68.1	67.0	1.6%
Enjoyable for everyone else	67.1	65.0	3.2%
Community growing responsibly	53.8	55.0	-2.1%
Great place to live	66.0	67.0	-1.5%
Leadership	55.3	46.0	20.3%
Leaders are trustworthy	55.6	48.0	15.9%
Well managed government	55.8	47.0	18.7%
Well trained gov't employees	58.5	49.0	19.4%
Wisely spent money	50.9	42.0	21.3%

**GRAPHICAL PRESENTATION
COMPARING
THE STATE OF MICHIGAN
COMPOSITE RESULTS
TO THE CLARE RESULTS**

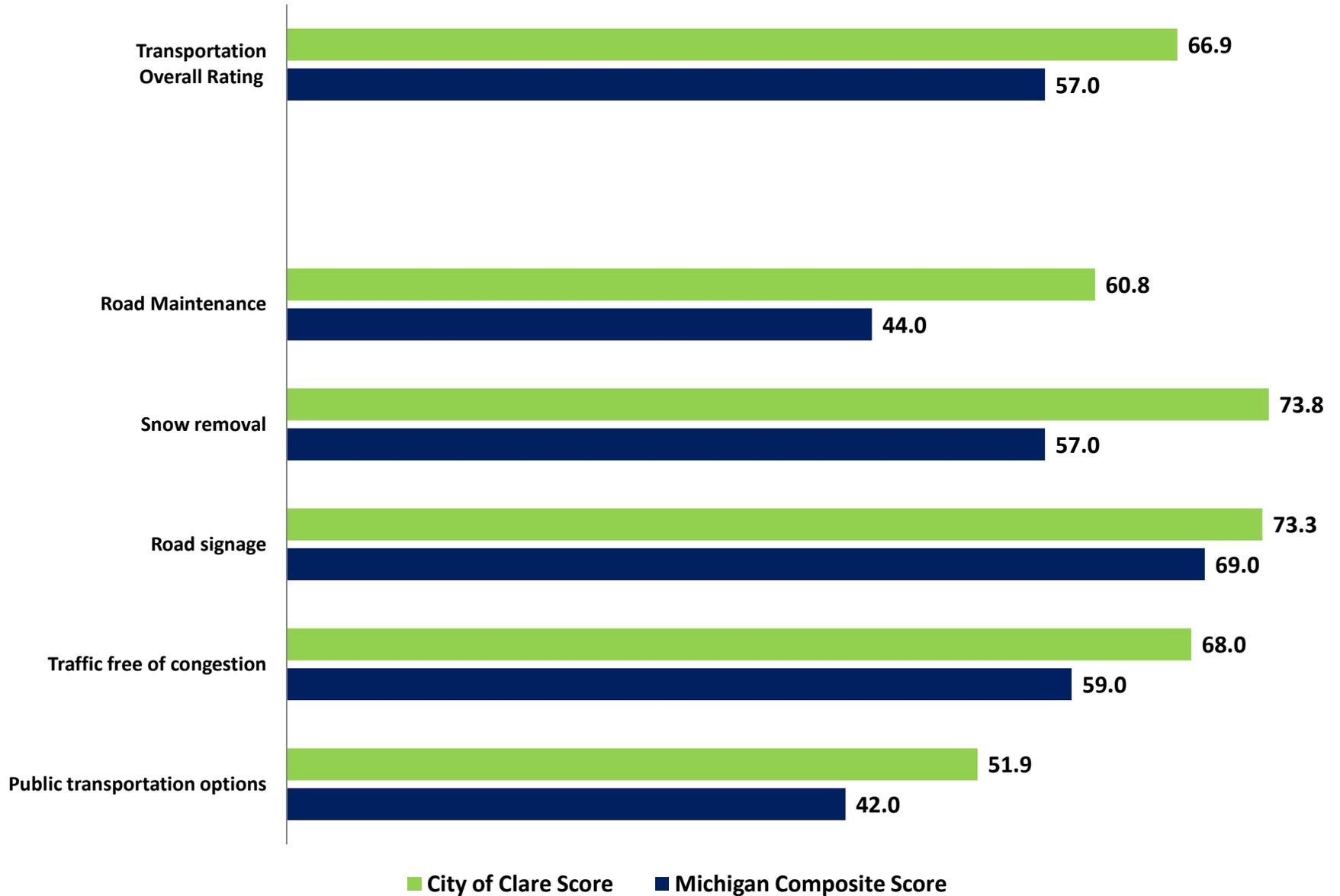
Citizen Satisfaction - Overall



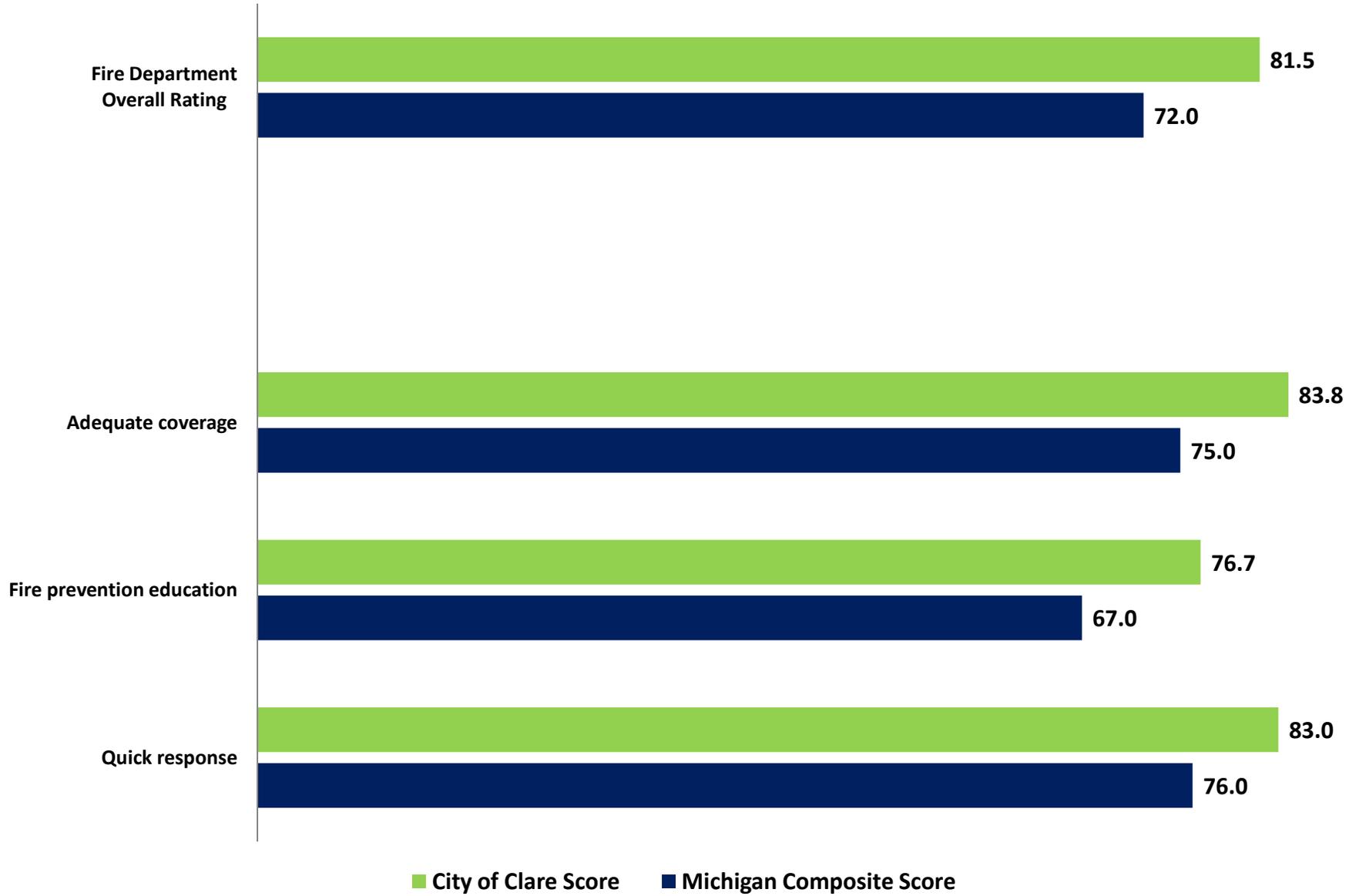
Public Schools



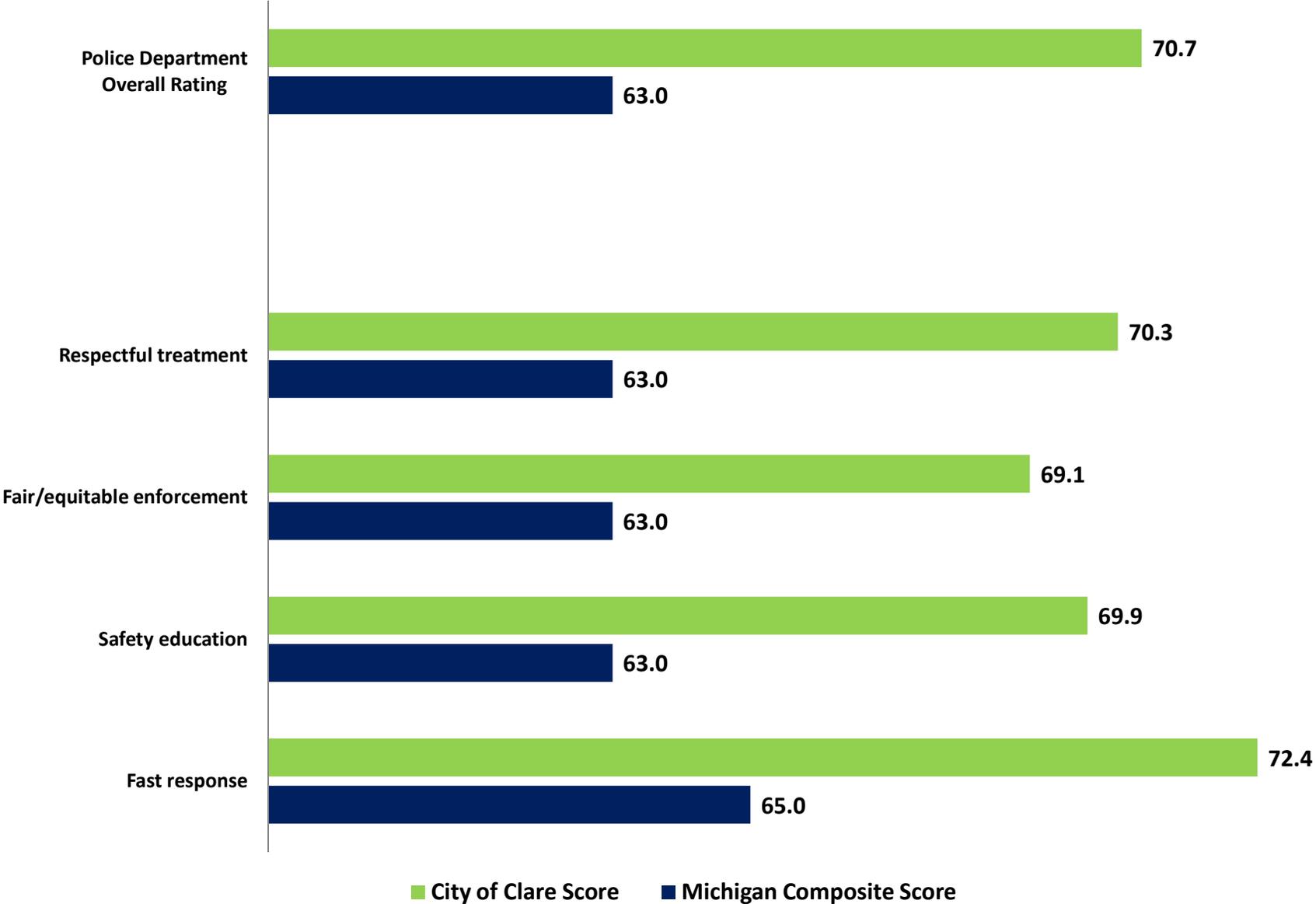
Public Transportation



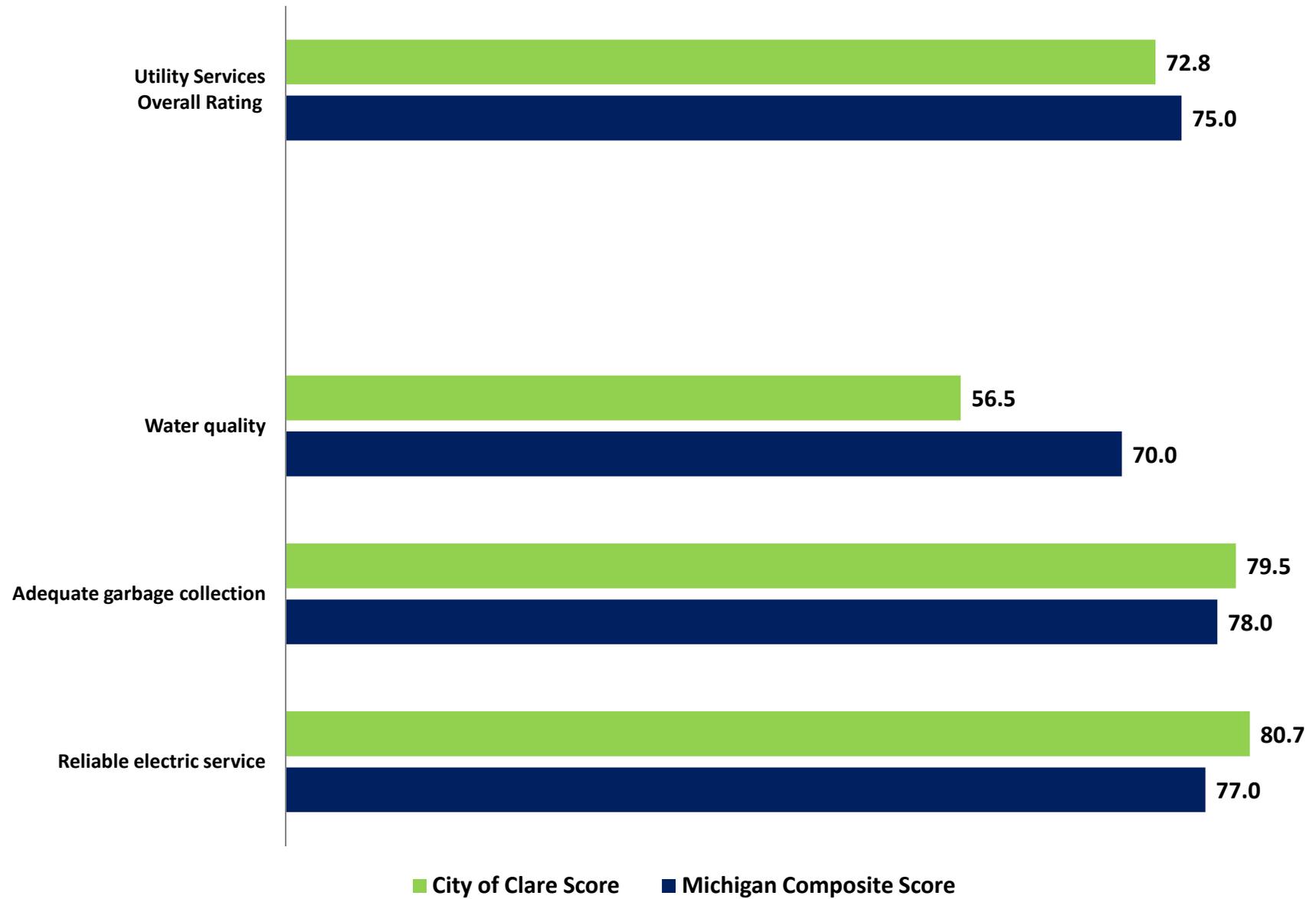
Fire Department



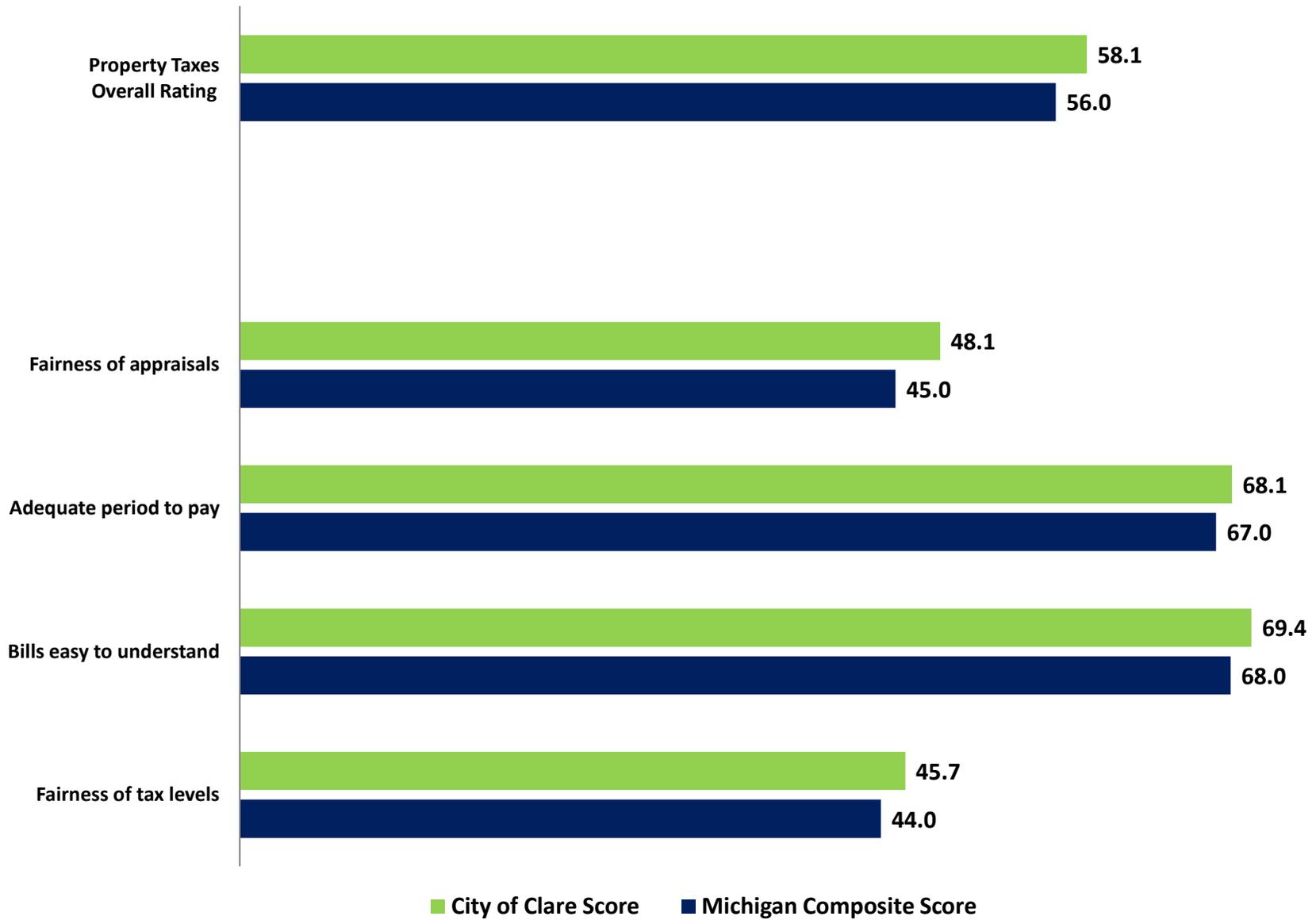
Police Department



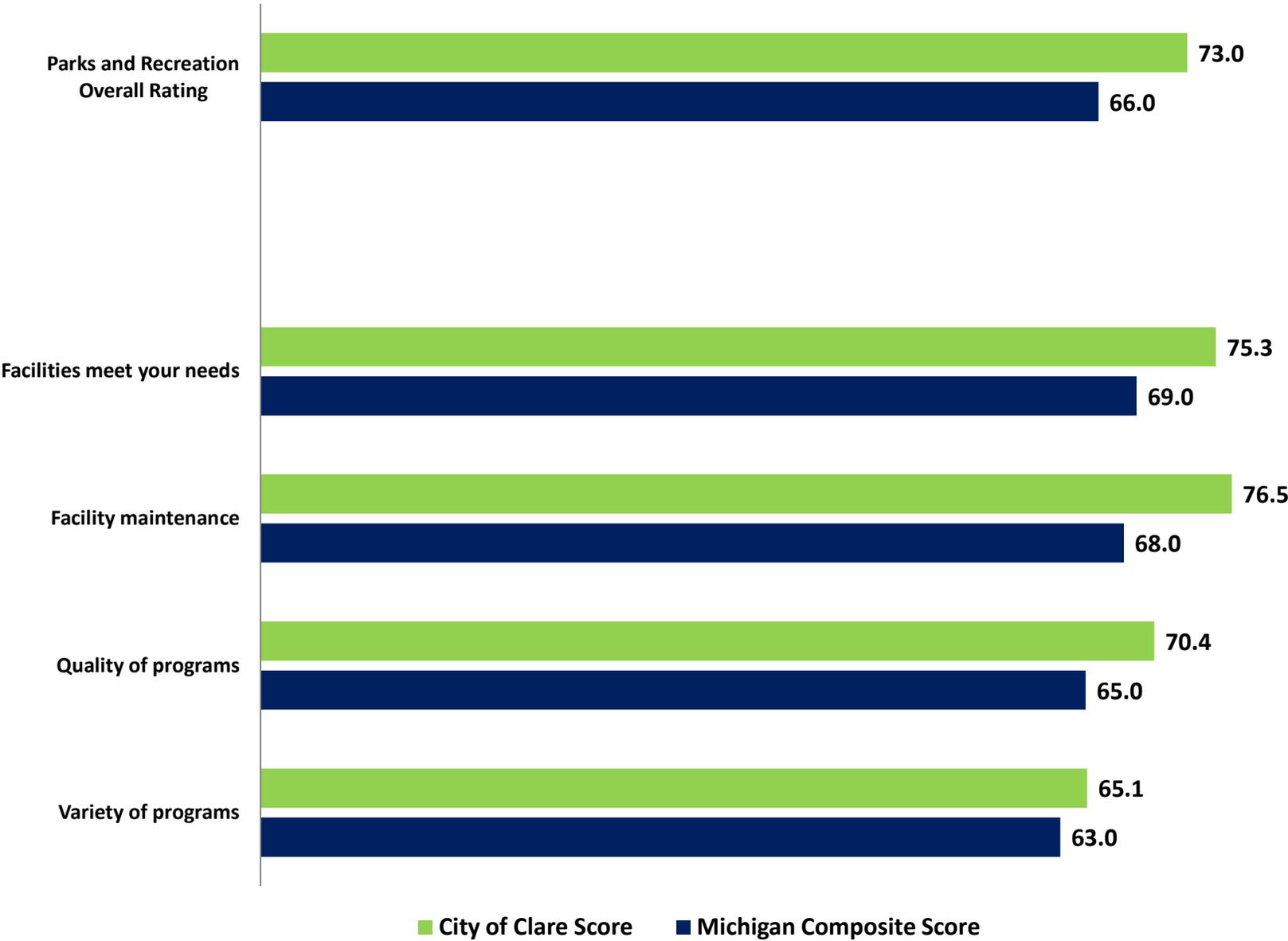
Utility Services



Property Taxes



Parks and Recreation



Public Library

Library
Overall Rating



Hours of operation



Adequacy of resources

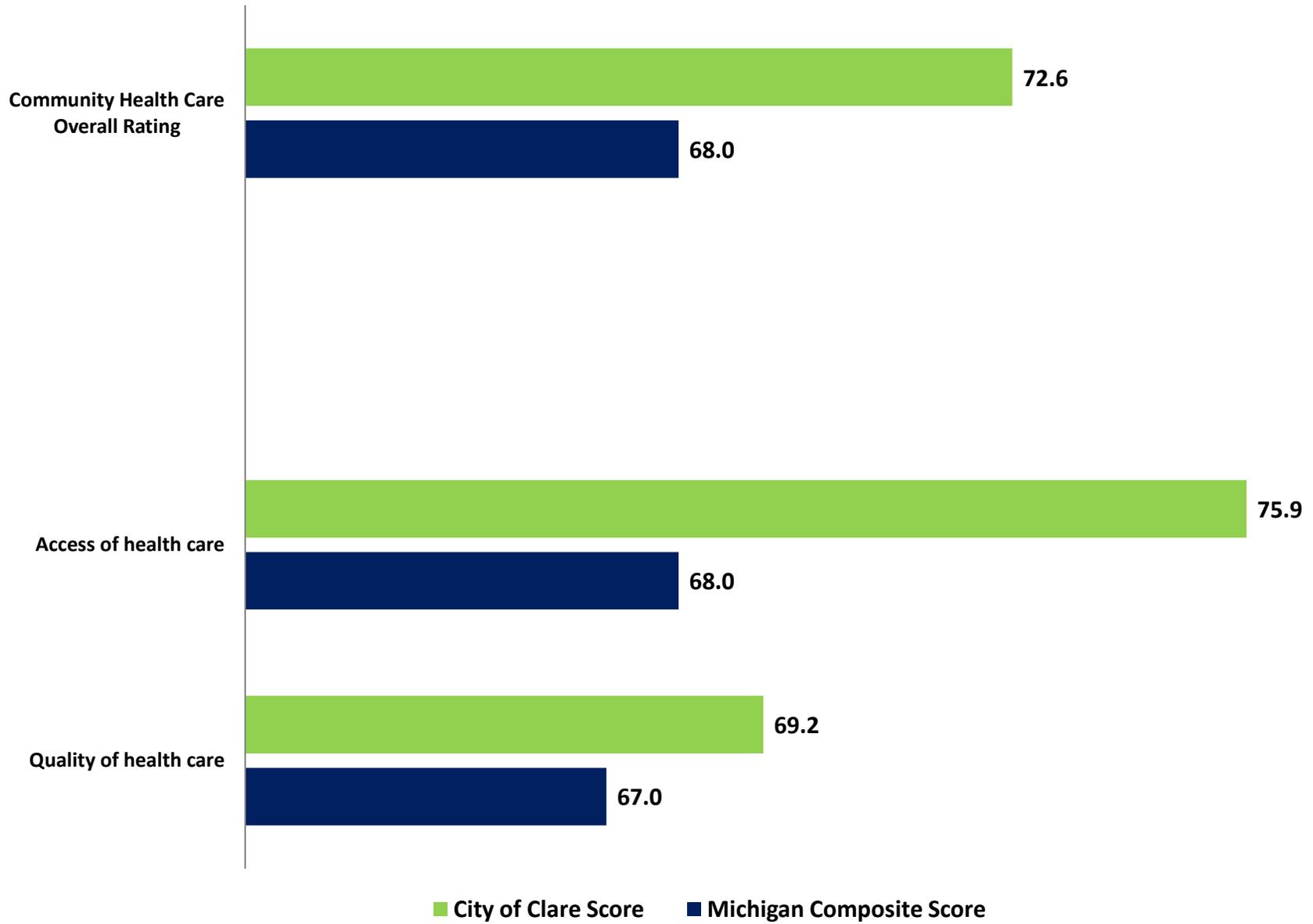


Location(s)

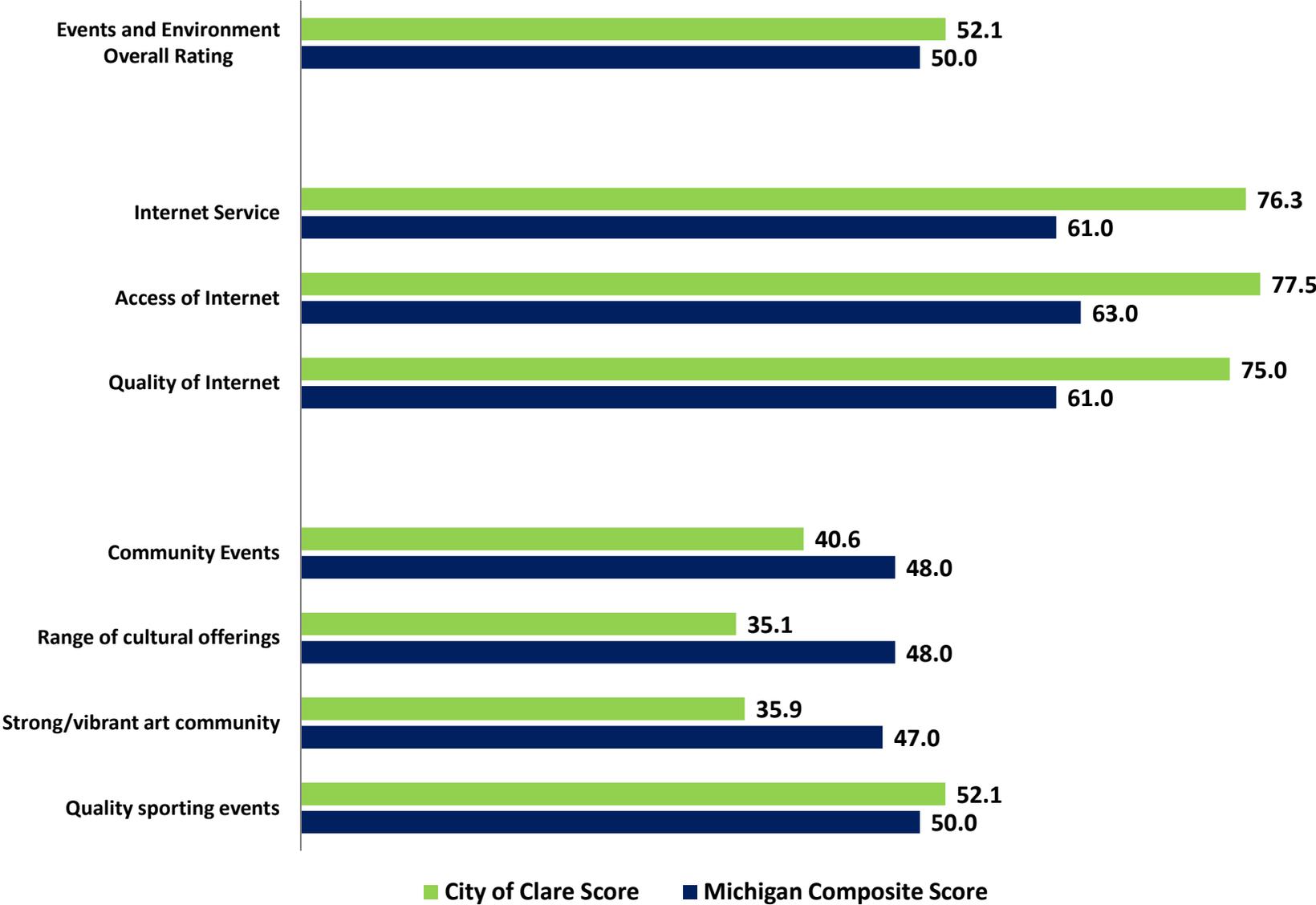


■ City of Clare Score ■ Michigan Composite Score

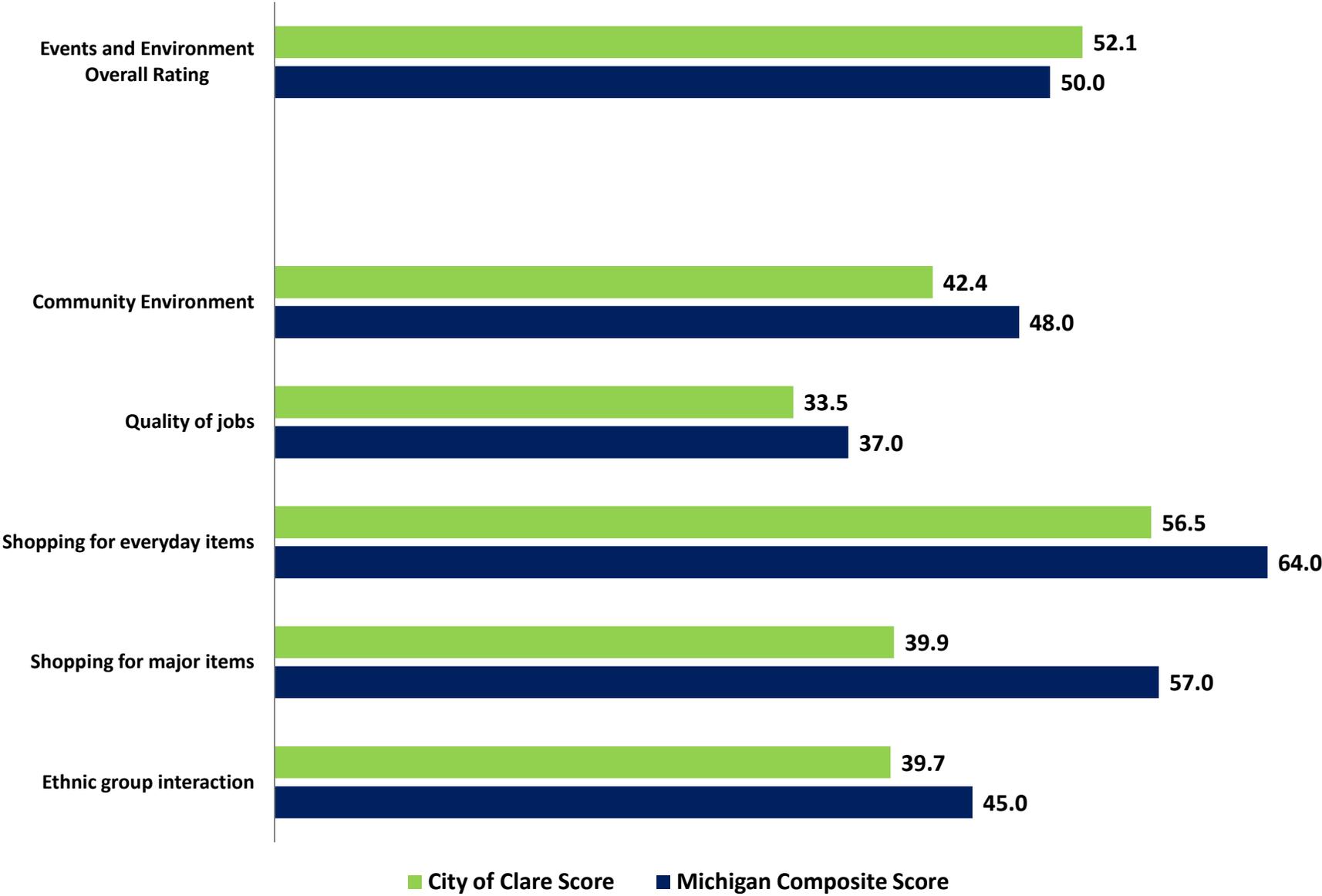
Community Health Care



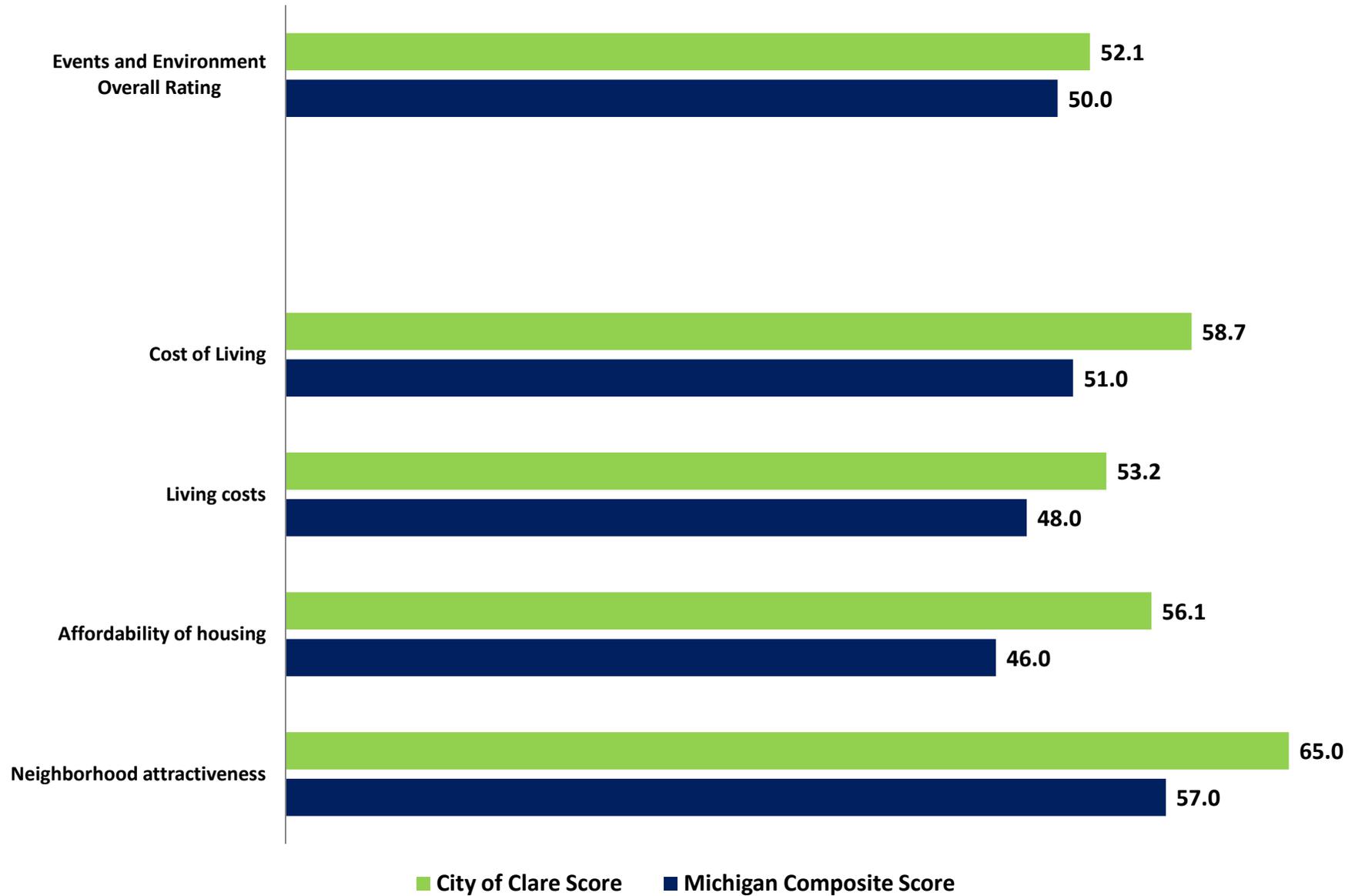
Events and Environment - Page One



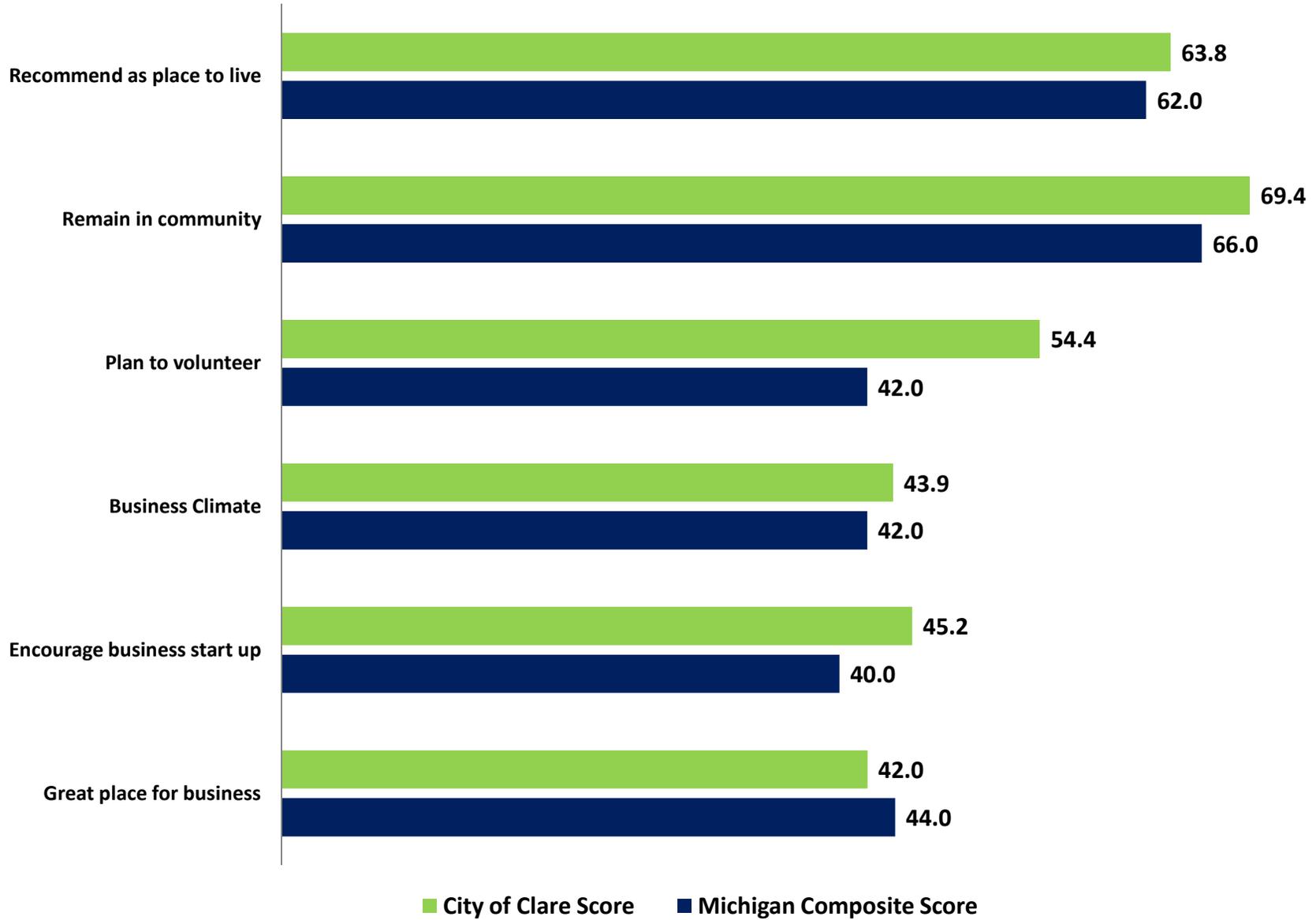
Events and Environment - Page Two



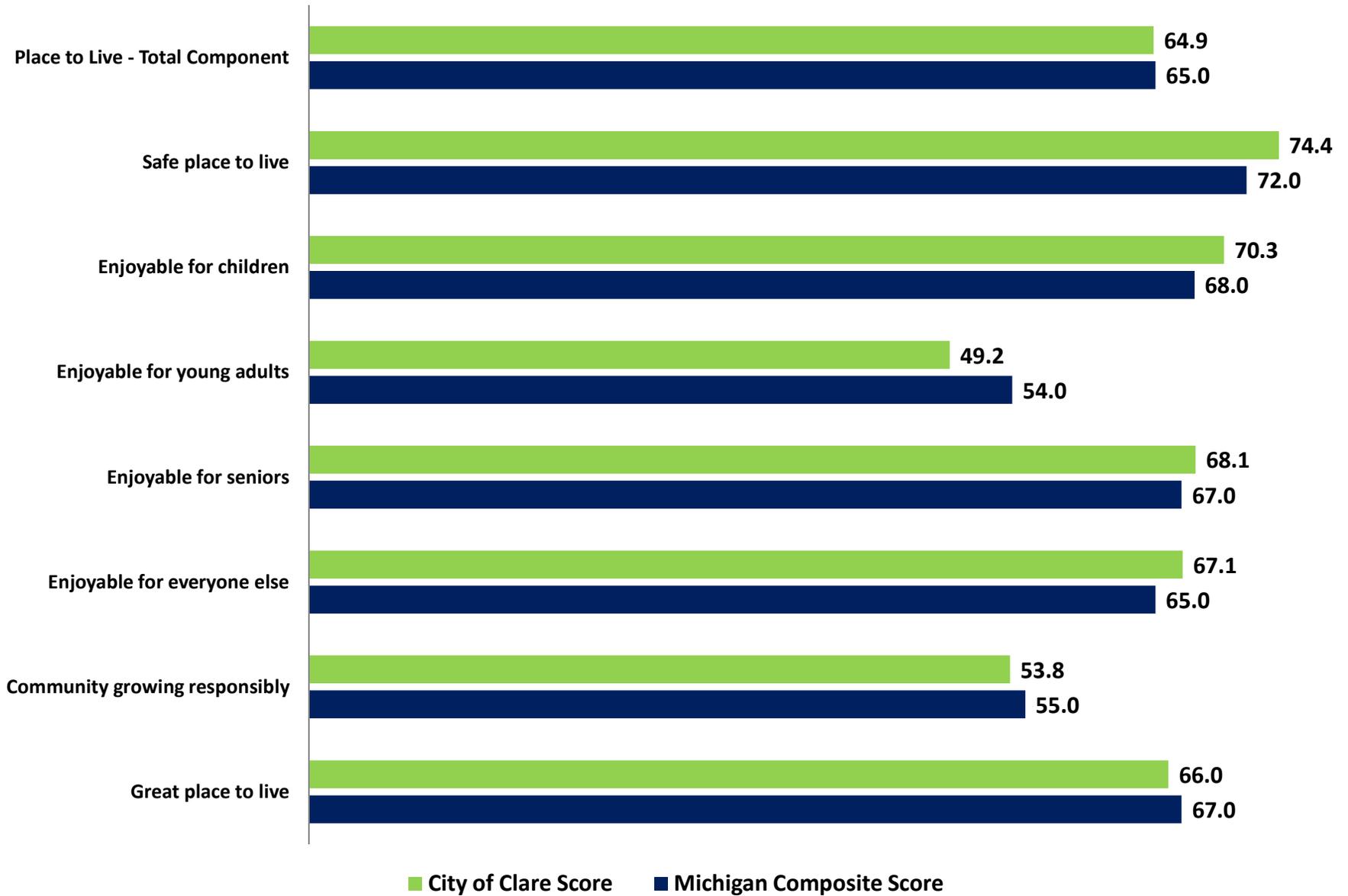
Events and Environment - Page Three



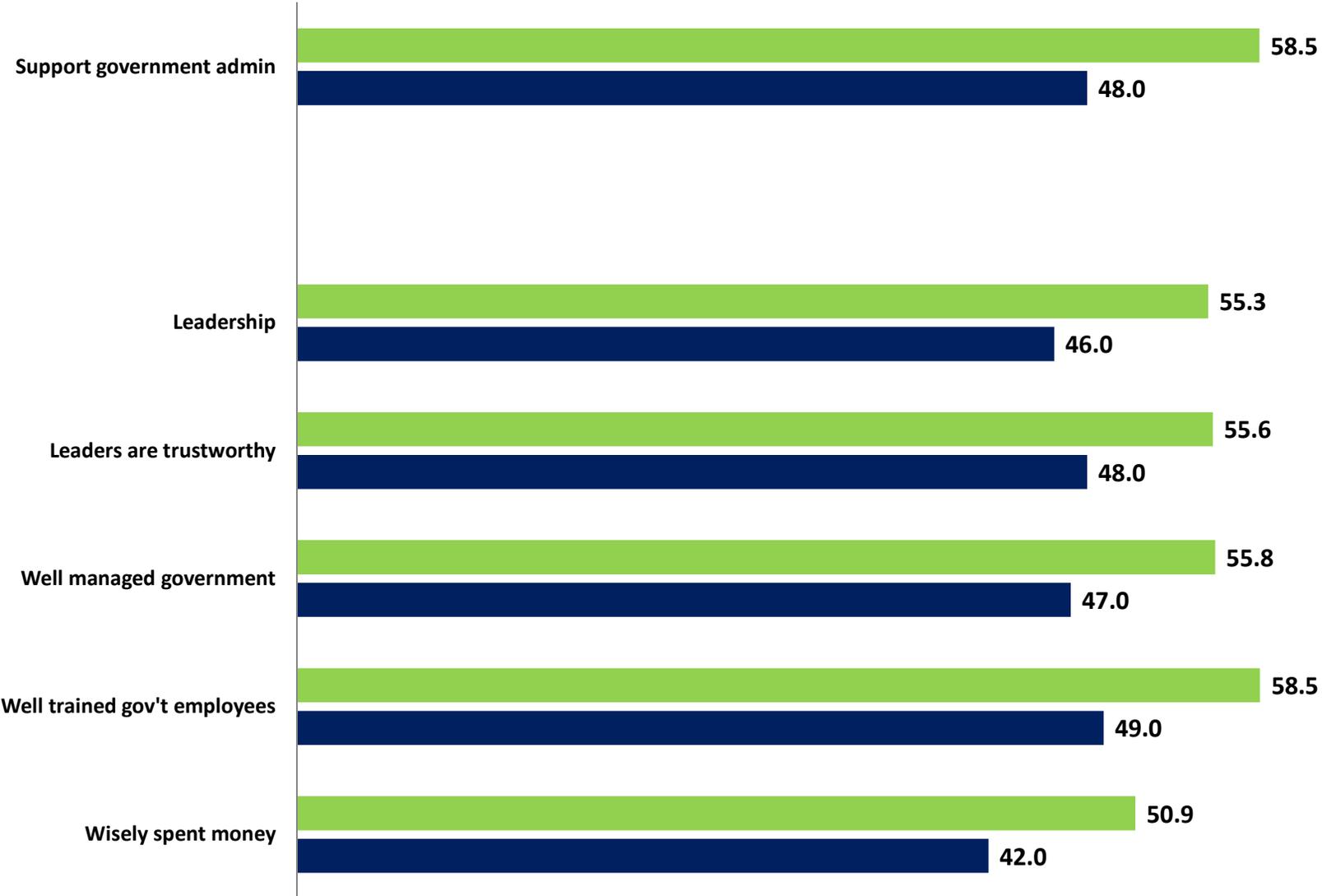
Survey Outcomes - Page One



Survey Outcomes - Page Two



Survey Outcomes - Page Three



■ City of Clare Score ■ Michigan Composite Score