

## 2009 Windsor Citizen Survey Results

December 2009



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## Survey Background and Methodology

A survey sample of 4,000 households was randomly selected from the Town of Windsor's motor vehicle tax roll. The survey instrument consisted of 4 pages and 10 multiple part questions. Question 1 asked respondents to indicate in which area of town they lived. These areas represent U.S. Census track blocks.



Of the 4,000 surveys mailed, 48 were returned to town hall for insufficient addresses or because the properties were vacant. The Connecticut Department of Motor Vehicles supplies the motor vehicle roll's addresses for Windsor. The undeliverable rate (1.2%) was significantly lower than what the direct mail industry states is average (8-10%) under similar conditions.

## Survey Response Rate

The survey's response rate was 26.1%, with 1,031 surveys returned by the deadline. This is slightly lower than the previous survey's 28.3% response rate, but is the same rate as the 2007 survey. Four surveys were excluded from the final calculations due to incompleteness. The sample size and a 95% confidence interval generates a margin of error of 2.64% for the entire survey.

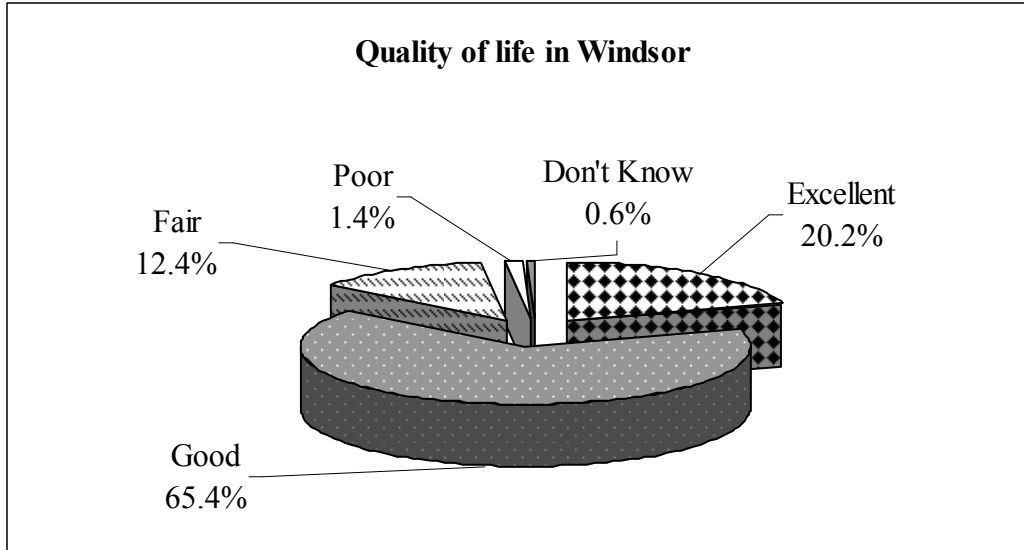
Response rates throughout Windsor varied considerably. Therefore, when looking at data at the area level, as opposed to the aggregate level, higher margins of error exist. When compared to their proportional shares of Windsor's total population, Area 4 had the highest participation level and Area 3 had the lowest. These two areas and all of the other areas' response levels mimic the previous year's survey.

It is more difficult, given some of the small sampling sizes in some areas, to assert that the survey's answers accurately represent the entire populations of these areas. For that reason, this report shows survey data for the aggregate response group.

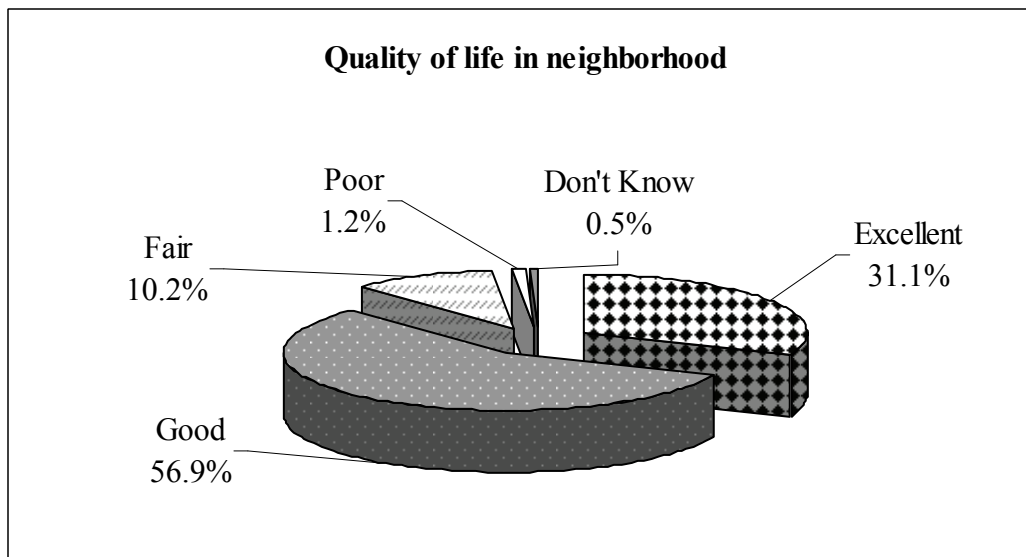
Survey Participation by Area					
Survey Area #	Census Tract #	Tract Population as a Percentage of Windsor's Total Population	# of Total Survey Responses	% of Total Survey Responses	Estimated Margin of Error for Each Survey Area
Area 1	4731	21.7%	178	17.3%	6.7%
Area 2	4734	6.3%	68	6.6%	11.5%
Area 3	4738	6.2%	29	2.8%	18.0%
Area 4	4735-1	14.9%	225	21.9%	5.8%
Area 5	4735-2	11.5%	134	13.0%	7.9%
Area 6	4736-1	11.8%	167	16.3%	6.9%
Area 7	4736-2	7.7%	47	4.6%	14.0%
Area 8	4737	19.9%	99	9.6%	9.4%
Unsure	-	-	6	0.6%	-
No response	-	-	74	7.2%	-

## Quality of Life

85.6% of residents reported the quality of life in town is “good” or “excellent.” Less than 2% of residents reported the quality of life as “poor.” These figures are very similar to the 2008 survey ratings.



88.0% of residents rated the quality of life in their neighborhoods as “good” or “excellent.” 1.2% of residents rated the quality of life in their neighborhoods as “poor.” In last year’s survey, just over 85% of residents rated quality of life as high and 1.4% rated quality of life as “poor.” In the 2009 survey, a few more respondents moved from the “poor” and “fair” ratings into the “good” “excellent” ratings.



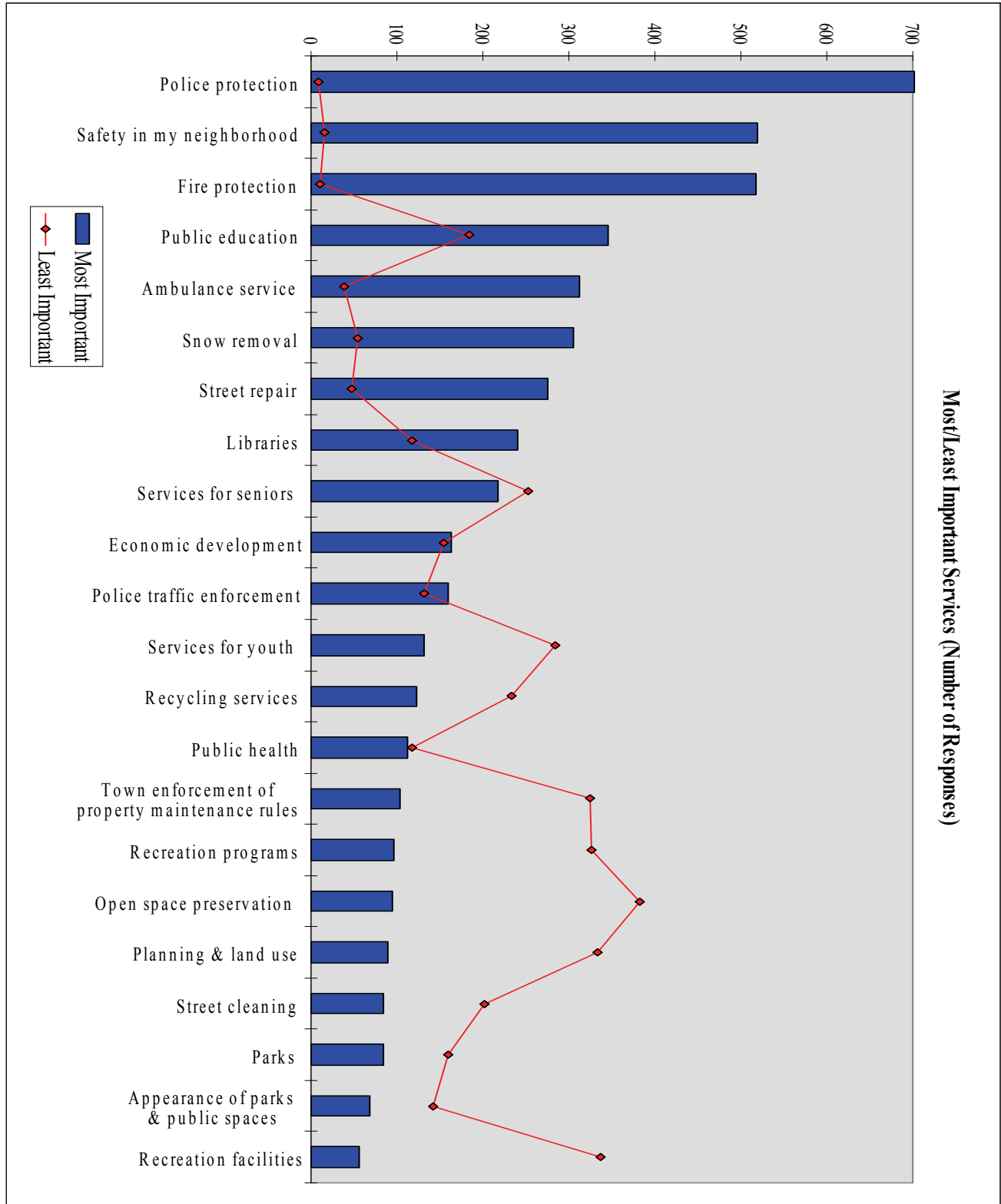
## Service Ratings

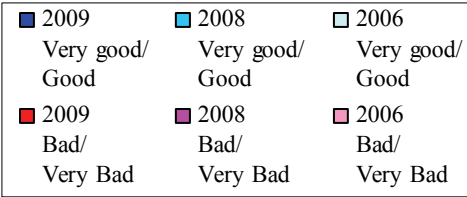
Residents were asked to rate the quality and importance of 22 town services. The following services were rated highest (combined “good”/ “very good” rating) for quality: libraries, police protection, safety in neighborhoods, fire protection, and the appearance of parks and public spaces. Services with the lowest ratings of quality were: street repair, town enforcement of property maintenance rules, public education, snow removal and street cleaning. Over one-third of residents chose the “Don’t know” option as their quality rating for these services: public health, services for youth and services for seniors. The services rated most highly did not change. This year, public education displaced open space preservation in the lowest ratings of quality. (The chart below is sorted from highest to lowest combined “good/very good” ratings.)

Quality Ratings of Services						
	Very good	Good	Neither good nor bad	Bad	Very bad	Don't know
Libraries	<u>38.6%</u>	<u>45.8%</u>	6.5%	1.2%	0.3%	7.7%
Police protection	<u>29.0%</u>	<u>52.5%</u>	11.3%	1.6%	0.9%	4.8%
Safety in my neighborhood	<u>20.9%</u>	<u>57.9%</u>	15.4%	2.7%	0.8%	2.3%
Fire protection	<u>26.8%</u>	<u>51.8%</u>	8.0%	0.8%	0.2%	12.4%
Appearance of parks & public spaces	<u>19.1%</u>	<u>57.0%</u>	16.2%	2.6%	0.8%	4.4%
Recycling services	18.4%	53.5%	19.8%	4.7%	0.8%	2.9%
Police traffic enforcement	19.5%	52.1%	17.9%	4.8%	1.9%	3.9%
Parks	14.8%	56.3%	16.0%	2.4%	0.3%	10.2%
Snow removal	16.1%	51.7%	16.7%	<u>8.2%</u>	<u>3.3%</u>	4.0%
Ambulance service	22.1%	40.8%	8.2%	0.9%	0.0%	28.0%
Street cleaning	12.7%	49.9%	26.9%	<u>6.6%</u>	<u>1.8%</u>	2.2%
Recreation programs	17.4%	42.4%	15.0%	1.8%	0.6%	22.8%
Services for seniors	14.5%	37.6%	10.8%	1.9%	0.4%	34.8%
Recreation facilities (gyms, pools, etc.)	10.7%	38.6%	20.3%	4.8%	1.1%	24.6%
Public education	8.7%	40.1%	22.2%	<u>9.2%</u>	<u>3.2%</u>	16.6%
Economic development	10.2%	38.0%	23.6%	4.1%	1.5%	22.5%
Street repair	4.3%	43.5%	33.0%	<u>13.1%</u>	<u>4.4%</u>	1.7%
Services for youth	11.2%	33.5%	15.3%	2.6%	1.1%	36.4%
Open space preservation	7.3%	35.7%	23.2%	5.4%	2.9%	25.4%
Planning and land use	6.8%	33.2%	23.1%	5.1%	2.6%	29.2%
Public health (restaurant inspection, disease control, etc.)	6.3%	28.4%	20.3%	1.7%	0.7%	42.6%
Town enforcement of property maintenance rules	5.4%	24.3%	26.8%	<u>10.4%</u>	<u>4.7%</u>	28.4%

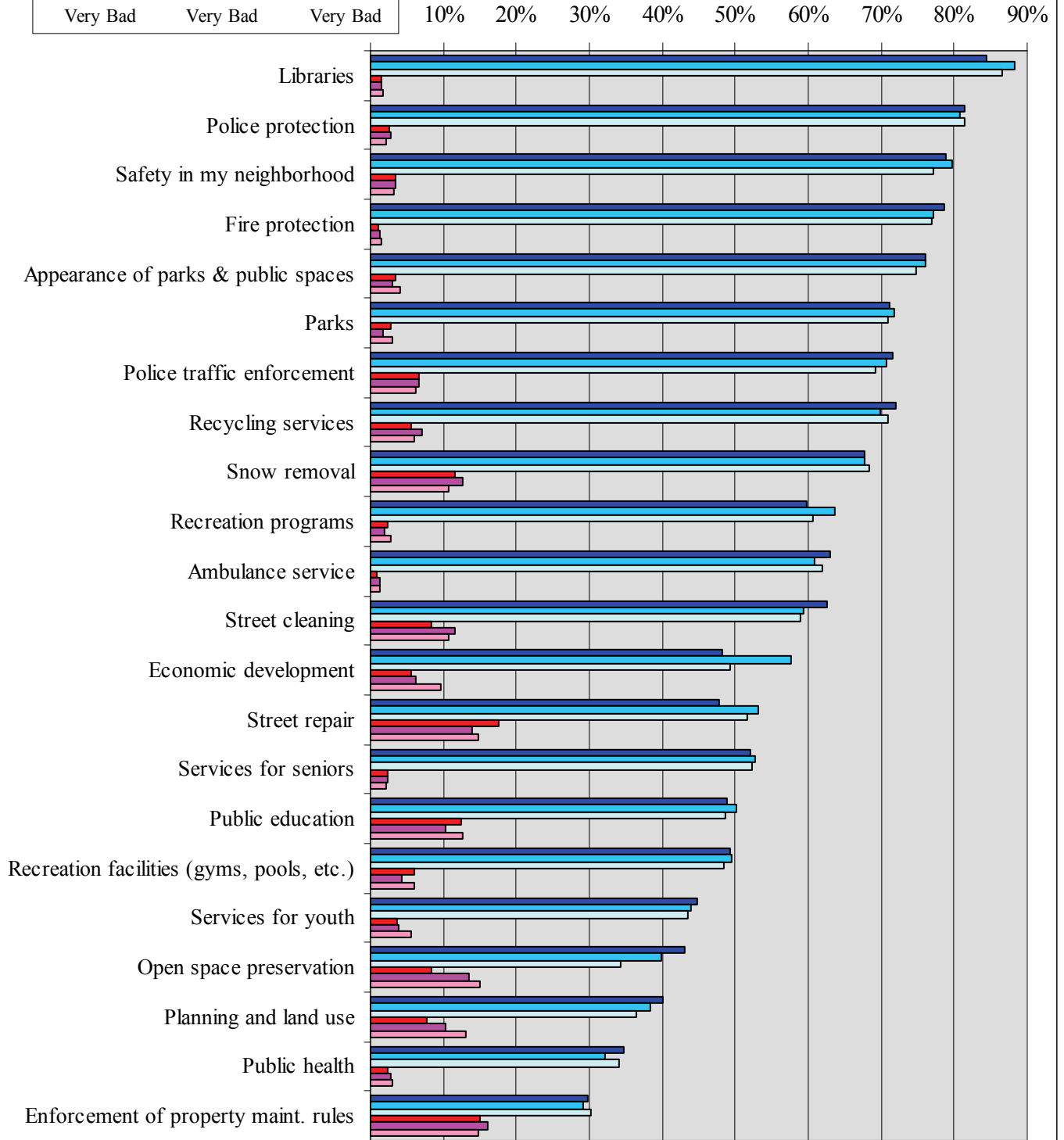
## Importance of Services

Residents were asked to list, of the same 22 services they rated for quality, which were the 5 most important and 5 least important. Those findings are depicted in the chart below.





### Comparison of Service Ratings



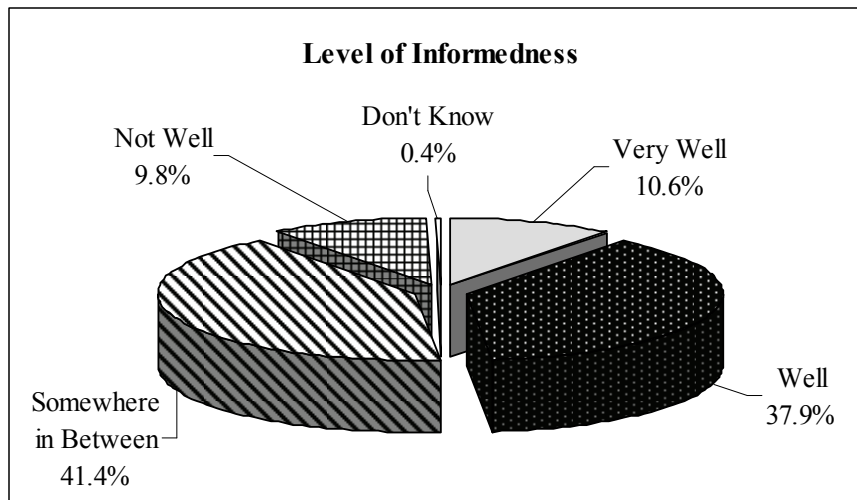
## Customer Service

Nearly 93% of respondents, who said that they had some contact with town employees during the past 12 months (507 people total; 100 fewer than during the previous survey), reported that employees were courteous and polite. 89% stated that employees were knowledgeable. 81% reported that employees were responsive to concerns and 80% were satisfied with the overall quality of service provided. These are similar but somewhat more favorable results than in the previous survey.

Interactions With Town Employees					
	Strongly Agree	Agree	Disagree	Strongly Disagree	N/A
Town employees were courteous and polite	47.6%	45.1%	4.7%	0.9%	1.7%
Town employees were knowledgeable	41.1%	47.9%	7.0%	2.5%	1.5%
Town employees were responsive to my concerns	42.0%	39.0%	12.0%	5.9%	1.1%
I was satisfied with the overall quality of service provided	42.2%	37.6%	10.8%	7.8%	1.7%

## Public Information and Participation

The survey asked residents to share whether they participate in community activities, and to evaluate their use of town government information resources. Nearly 49% of residents stated that they are well-informed about the town. This is similar to the previous survey. Approximately 20% have attended a public meeting of a board, commission, the Town Council or the Board of Education, but nearly half have participated in a town recreation, youth or senior activity. Seventy-one percent have attended community events. The town's brochure, *There's a lot to do in Windsor*, was read by over 85% of respondents. The percentage of respondents who have accessed the town's website during the past 12 months continues to increase. The town's cable channel (WG-TV) viewership has declined significantly from 60% to 44% this year, most likely due to the channel moving further out on the dial and the increasing number of subscriber options, many of which do not carry WG-TV.

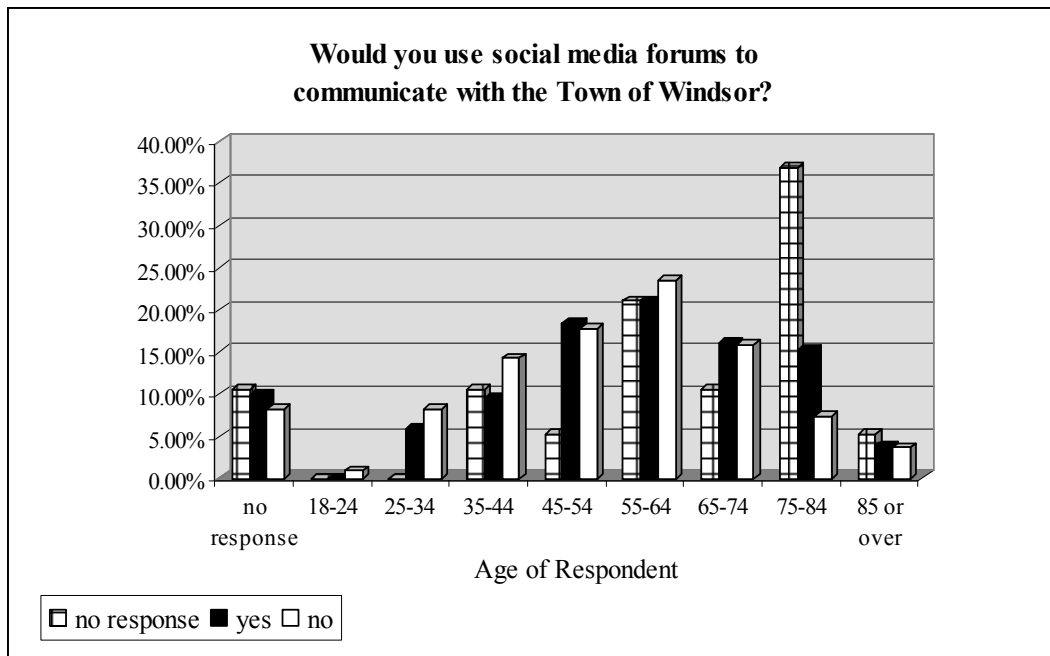


## Public Information and Participation

<i>In the past 12 months, have you...</i>	Yes	No	2008: Yes	2008: No
Read <i>There's a lot to do in Windsor</i> , the town's activity brochure?	85.3%	14.7%	86.7%	13.3%
Attended a community event?	71.3%	28.7%	68.9%	31.1%
Visited the town's website? (www.townofwindsorct.com)	<b>66.3%</b>	33.7%	62.5%	37.5%
Watched WG-TV (channel 96)?	43.8%	<b>56.3%</b>	60.1%	39.9%
Participated in a town recreation, youth services or senior activity?	45.6%	54.4%	46.1%	53.9%
Volunteered your time for the town, the schools, a non-profit, a church, a community group or Windsor service organization?	42.7%	57.3%	44.5%	55.5%
Received the town's email updates?	31.8%	68.2%	31.5%	68.5%
Attended a town board, commission, Town Council or Board of Education meeting?	20.2%	79.8%	22.6%	77.4%

## Social Networking Websites

	Yes	No	No response
If the Town of Windsor were to utilize social media forums (Facebook, Twitter, LinkedIn, etc.) as a communication tool, would you participate?	20.4%	74.7%	4.9%



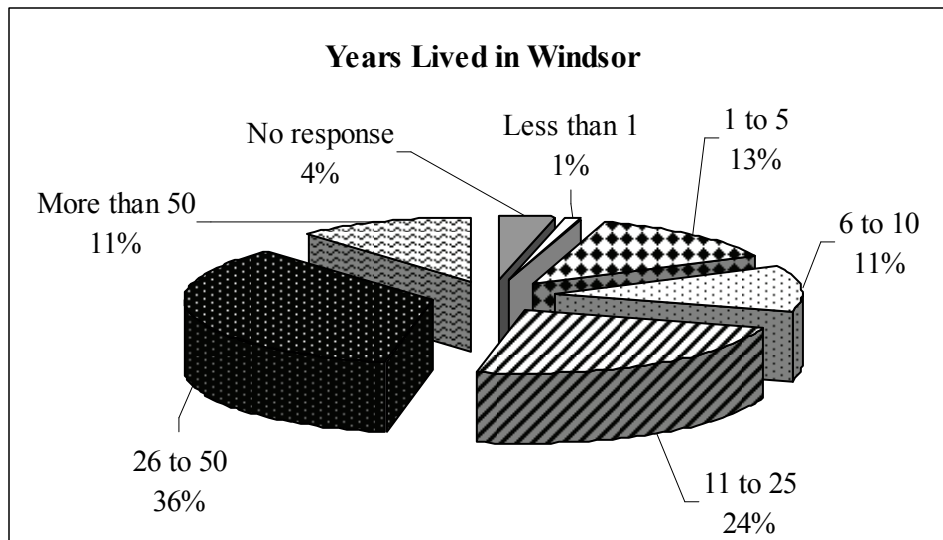
## Spending Priorities

The survey asked residents to provide quick assessments on the town’s spending priorities. This year, residents were asked to state whether they would like to see more, less or the same amount spent on 11 broad service areas. For all but one service area (promoting and developing public transportation), more than 50% of the respondents stated that they would like the town to spend the same amount on that service as it is spending today. The three highest percentage responses for each spending category are shown in bold font below. The three categories receiving the highest “spend more” responses were the same as in previous years. However, “street repairs and maintenance” took the second spot from “promoting and developing public transportation.” The three categories receiving the highest “spend less” responses were the same as in previous years.

Spending Priorities			
	Spend more	Spend the same	Spend less
Public education	<b>33.5%</b>	50.7%	15.7%
Street repairs and maintenance	<b>32.5%</b>	64.2%	3.3%
Promoting and developing public transportation	<b>28.5%</b>	49.7%	<b>21.9%</b>
Health and social services, basic needs assistance	26.3%	64.7%	9.1%
Services and programs for youth	25.1%	63.7%	11.2%
Law enforcement	25.0%	<b>70.2%</b>	4.8%
Fire prevention/suppression	20.0%	<b>76.9%</b>	3.1%
Services and programs for senior citizens	18.4%	<b>72.4%</b>	9.1%
Environmental protection and open space preservation	16.2%	61.9%	<b>21.9%</b>
Enhancing parks and recreation facilities	13.4%	68.7%	17.8%
Community beautification	13.3%	65.3%	<b>21.4%</b>

## Demographics

The self-reported demographic information shows that the average or median survey respondent was likely to own a home, have lived in Windsor 25-27 years, have a Bachelor's degree, be white, have a household income between \$75,000 and \$100,000, and was between the ages of 55 and 64. Of those that reported their age, nearly 66% were under 65 years old and 29% were over age 65. As in previous years, the survey respondents over-represented some of Windsor's residents and under-represented others. Demographic data from the 2000 U.S. Census and its 2006-2008 update are included in some of the tables below as are statistics from the Connecticut Economic Resource Center's (CERC) 2009 profile for Windsor.



### Demographic Data

<u>Years in Windsor</u>	<u># of Respondents</u>	<u>% of Respondents</u>
No response	38	3.4%
Less than 1	11	1.0%
1 to 5	135	12.2%
6 to 10	117	10.6%
11 to 25	245	22.1%
26 to 50	365	33.0%
More than 50	116	10.5%
Average	27.2	-
Median	25.0	-
Minimum	less than 1	-
Maximum	93.0	-

## Demographic Data

	# of Respondents	% of Respondents	Census %*	CERC
<u>Age - Less Than 65 Years</u>				
No response	93	8.4%	-	-
18 to 24	5	0.5%	-	7.5%
25 to 34	73	6.6%	10.6%	-
35 to 44	125	11.3%	15.1%	-
45 to 54	183	16.5%	17.3%	-
55 to 64	230	20.8%	12.3%	-
Total (25-65 years)	611	55.2%	55.4%	55.7%
<u>Age - Greater Than 65 Years</u>				
65 to 74	163	14.7%	6.6%	-
75 to 84	116	10.5%	5.8%	-
85 or older	39	3.5%	2.1%	-
Total (over 65 years)	318	28.7%	13.9%	14.1%
<u>Race</u>				
White/Caucasian	816	79.5%	60.4%	62.9%
Black, African American	111	10.8%	29.5%	27.7%
American Indian or Alaskan Native	13	1.3%	0.1%	0.1%
Asian or Pacific Islander	24	2.3%	4.8%	4.6%
Other	46	4.5%	3.3%	4.7%
No response	17	1.7%	-	-
<u>Ethnicity</u>				
Hispanic, Spanish or Latino Origin	34	3.3%	15.1%	6.3%
<u>Education</u>				
12th grade or less, no diploma	26	2.3%	6.2%	-
High school diploma	147	13.3%	25.7%	-
Some college, no degree	199	18.0%	21.0%	-
Associate's degree	85	7.7%	8.2%	-
Bachelor's degree	258	23.3%	23.3%	-
Graduate or professional degree	292	26.4%	15.6%	-

\*The U.S. Census collects race data in two different ways. One method asks people to select one race; the second method allows people to select more than one race. Therefore, U.S. Census percentages for race data do not total 100%.

## Demographic Data

	# of Respondents	% of Respondents	Census %*
<u>Housing</u>			
Own Home	981	97.5%	67.1%
Rent Housing	22	2.2%	32.9%
No response	24	2.4%	-
<u>Gender</u>			
Male	431	38.9%	49.3%
Female	527	47.6%	50.7%
No response	69	6.2%	-
<u>Has Child(ren) in School(s)</u>			
Yes	177	16.0%	-
No	830	75.0%	-
No response	69	6.2%	-
Households with children under age 18			32.7%
<u>Income</u>			
Less than \$10,000	6	0.6%	3.7%
\$10,000 to under \$25,000	72	7.0%	6.4%
\$25,000 to under \$50,000	144	14.0%	16.8%
\$50,000 to under \$75,000	214	20.8%	19.2%
\$75,000 to under \$100,000	212	20.6%	20.8%
\$100,000 to under \$150,000	168	16.4%	20.6%
\$150,000 or more	114	11.1%	12.5%
No response	97	9.4%	-