

Newton Community Attitude Survey Results: *January/February 2012*

712 Surveys Returned

1) Approximately how long have you currently lived in Newton?

	# Responses	Response %
0-4 years	62	8.71%
5-10 years	77	10.81%
11-20 years	115	16.15%
Over 20 years	458	64.33%

2) Which of the following factors were important reasons for your choosing to live in Newton? (select all that apply)

	# Responses	Response %
Close to Job	306	43.47%
Always lived in Newton	186	26.42%
Other:	151	21.45%
Location/Accessibility	109	15.48%
Returned to Hometown	91	12.93%
Small Town	87	12.36%
Schools	62	8.81%
House	46	6.53%
Neighborhood	25	3.55%

3) Which of the following are reasons for remaining in Newton? (select all that apply)

	# Responses	Response %
Close to Job	315	44.94%
People	247	35.24%
Neighborhood/House	238	33.95%
Other:	231	32.95%
Location/Accessibility	188	26.82%
Safe	186	26.53%
Schools	90	12.84%
Parks, Trails, and Open Space	85	12.13%

6) What elements of the City should be enhanced as the City moves forward into the future? (select all that apply)

	# Responses	Response %
Industry/Utilize Vacant Buildings	525	74.05%
Shopping	444	62.62%
Downtown	397	55.99%
Strong Workforce	397	55.99%
Schools	239	33.71%
Neighborhoods	200	28.21%
Renewable Energy	158	22.28%
Parks and Open Space	150	21.16%
Other:	147	20.73%
Small Town Feel	142	20.03%
Historic Buildings	133	18.76%
Health	116	16.36%
Local Arts	95	13.40%
Library	85	11.99%

7) How would you rate the quality of leisure/recreation opportunities in the City? (select one)

Option	# Responses	Response %
Excellent	24	3.44%
Good	195	27.98%
Fair	288	41.32%
Poor	181	25.97%
Not Sure	9	1.29%

8) Rating Newton as a Place to Live: Please rate each sentence that describes Newton as Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree, or Don't Know.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't know	Total
Newton is a friendly place to live.	156 (22.07%)	370 (52.33%)	119 (16.83%)	44 (6.22%)	18 (2.55%)	0 (0.00%)	707
Newton is a safe place to live.	165 (23.37%)	392 (55.52%)	104 (14.73%)	38 (5.38%)	5 (0.71%)	2 (0.28%)	706
Newton is an attractive place.	41 (5.82%)	218 (30.92%)	258 (36.60%)	139 (19.72%)	49 (6.95%)	0 (0.00%)	705
Newton is a place with a bright economic outlook.	18 (2.55%)	71 (10.04%)	198 (28.01%)	276 (39.04%)	132 (18.67%)	12 (1.70%)	707
Newton is a place that is accepting of racial /ethnic diversity.	63 (8.91%)	262 (37.06%)	251 (35.50%)	85 (12.02%)	28 (3.96%)	18 (2.55%)	707
Newton is a place that shows community pride.	103 (14.63%)	307 (43.61%)	192 (27.27%)	82 (11.65%)	18 (2.56%)	2 (0.28%)	704
Newton is a place where citizens are encouraged to get involved.	66 (9.39%)	271 (38.55%)	237 (33.71%)	101 (14.37%)	25 (3.56%)	3 (0.43%)	703
Newton is a place where residents participate in social, religious, and civic activities	87 (12.36%)	370 (52.56%)	188 (26.70%)	41 (5.82%)	12 (1.70%)	6 (0.85%)	704
Newton is a place that does a good job planning for the future.	24 (3.41%)	146 (20.77%)	215 (30.58%)	180 (25.60%)	114 (16.22%)	24 (3.41%)	703
Newton is a place that is accepting of a variety of economic backgrounds.	34 (4.84%)	248 (35.33%)	234 (33.33%)	106 (15.10%)	62 (8.83%)	18 (2.56%)	702
Newton is a place with a good quality of life.	69 (9.82%)	299 (42.53%)	214 (30.44%)	91 (12.94%)	27 (3.84%)	3 (0.43%)	703

9) Rating Newton's Housing Stock: Please rate each characteristic that describes Newton's Housing, with either Very Good, Good, Neutral, Fair, or Poor.

	Very Good	Good	Neutral	Fair	Poor	Total
Condition/Appearance	15 (2.17%)	285 (41.30%)	180 (26.09%)	165 (23.91%)	45 (6.52%)	690
Availability of Low-Income Housing	63 (9.22%)	249 (36.46%)	244 (35.72%)	95 (13.91%)	32 (4.69%)	683
Availability of Elderly Housing	107 (15.46%)	304 (43.93%)	168 (24.28%)	87 (12.57%)	26 (3.76%)	692
Availability of Rental Units (Apartments or Houses)	86 (12.46%)	305 (44.20%)	205 (29.71%)	78 (11.30%)	16 (2.32%)	690
Number of Moderately Priced Homes	50 (7.24%)	361 (52.24%)	159 (23.01%)	97 (14.04%)	24 (3.47%)	691
Number of Upscale Homes	81 (11.89%)	337 (49.49%)	158 (23.20%)	87 (12.78%)	18 (2.64%)	681

10) Rating for selected municipal services. Please rate the quality of each municipal service as either Very Good, Good, Neutral, Fair, Poor, or Don't Know.

	Very Good	Good	Neutral	Fair	Poor	Don't Know	Total
Garbage and Recycling Collection	281 (39.86%)	291 (41.28%)	47 (6.67%)	57 (8.09%)	24 (3.40%)	5 (0.71%)	705
Fire Services	270 (39.07%)	273 (39.51%)	61 (8.83%)	14 (2.03%)	8 (1.16%)	65 (9.41%)	691
Water Quality	268 (38.23%)	282 (40.23%)	83 (11.84%)	41 (5.85%)	19 (2.71%)	8 (1.14%)	701
Fire and Ambulance Response Times	260 (37.04%)	242 (34.47%)	72 (10.26%)	16 (2.28%)	9 (1.28%)	103 (14.67%)	702
Ambulance Services	260 (37.36%)	268 (38.51%)	69 (9.91%)	18 (2.59%)	6 (0.86%)	75 (10.78%)	696
Water Pressure	236 (33.86%)	306 (43.90%)	81 (11.62%)	42 (6.03%)	23 (3.30%)	9 (1.29%)	697
Library Materials	169 (24.11%)	332 (47.36%)	103 (14.69%)	35 (4.99%)	14 (2.00%)	48 (6.85%)	701
Library Programs	166 (23.61%)	314 (44.67%)	119 (16.93%)	38 (5.41%)	11 (1.56%)	55 (7.82%)	703
Airport	138 (20.03%)	224 (32.51%)	137 (19.88%)	28 (4.06%)	20 (2.90%)	142 (20.61%)	689
Public Park Amenities	137 (19.63%)	336 (48.14%)	132 (18.91%)	61 (8.74%)	19 (2.72%)	13 (1.86%)	698
Westwood Golf Course	137 (19.91%)	198 (28.78%)	147 (21.37%)	24 (3.49%)	9 (1.31%)	173 (25.15%)	688

	Very Good	Good	Neutral	Fair	Poor	Don't Know	Total
Landfill Operations	129 (18.38%)	319 (45.44%)	119 (16.95%)	48 (6.84%)	13 (1.85%)	74 (10.54%)	702
Public Park Maintenance	129 (18.43%)	338 (48.29%)	123 (17.57%)	77 (11.00%)	18 (2.57%)	15 (2.14%)	700
Traffic Control	95 (14.26%)	336 (50.45%)	126 (18.92%)	74 (11.11%)	30 (4.50%)	5 (0.75%)	666
Snow Removal	90 (12.91%)	296 (42.47%)	89 (12.77%)	131 (18.79%)	89 (12.77%)	2 (0.29%)	697
Police Response Time	43 (19.11%)	83 (36.89%)	41 (18.22%)	16 (7.11%)	12 (5.33%)	30 (13.33%)	225
Children Recreational Programs	36 (5.21%)	194 (28.08%)	137 (19.83%)	120 (17.37%)	112 (16.21%)	92 (13.31%)	691
Sanitary Sewer	34 (4.92%)	243 (35.17%)	182 (26.34%)	126 (18.23%)	66 (9.55%)	40 (5.79%)	691
Enforcement of Traffic Laws	33 (14.67%)	105 (46.67%)	52 (23.11%)	16 (7.11%)	11 (4.89%)	8 (3.56%)	225
Economic Development	30 (4.33%)	119 (17.17%)	141 (20.35%)	140 (20.20%)	236 (34.05%)	27 (3.90%)	693
Enforcement of Drug & Alcohol Violations	28 (12.50%)	80 (35.71%)	53 (23.66%)	29 (12.95%)	20 (8.93%)	14 (6.25%)	224
DARE, School Resource Officer, & Other Crime Prevention Programs	27 (11.84%)	78 (34.21%)	65 (28.51%)	14 (6.14%)	17 (7.46%)	27 (11.84%)	228
Adult Recreational Programs	23 (3.28%)	182 (25.93%)	190 (27.07%)	137 (19.52%)	108 (15.38%)	62 (8.83%)	702
Sidewalk/Walkway Construction	22 (3.16%)	220 (31.56%)	157 (22.53%)	171 (24.53%)	115 (16.50%)	12 (1.72%)	697
Teen Recreational Programs	21 (3.02%)	116 (16.67%)	169 (24.28%)	128 (18.39%)	166 (23.85%)	96 (13.79%)	696
Street Drainage	20 (2.86%)	198 (28.33%)	175 (25.04%)	179 (25.61%)	108 (15.45%)	19 (2.72%)	699
Crime Solving	20 (9.01%)	77 (34.68%)	54 (24.32%)	18 (8.11%)	18 (8.11%)	35 (15.77%)	222
Animal Control	18 (8.04%)	75 (33.48%)	54 (24.11%)	37 (16.52%)	19 (8.48%)	21 (9.38%)	224
Nuisance/Property Maintenance Enforcement	16 (2.32%)	124 (18.00%)	146 (21.19%)	150 (21.77%)	217 (31.49%)	36 (5.22%)	689
Street Repairs	13 (1.87%)	167 (23.99%)	126 (18.10%)	204 (29.31%)	184 (26.44%)	2 (0.29%)	696
Building Inspection	7 (2.98%)	24 (10.21%)	69 (29.36%)	28 (11.91%)	31 (13.19%)	76 (32.34%)	235
Permitting for Building Projects	5 (2.11%)	24 (10.13%)	67 (28.27%)	29 (12.24%)	30 (12.66%)	82 (34.60%)	237

11) Please rate your overall opinion of the importance of development, redevelopment, and growth issues facing Newton today as Very Important, Somewhat Important, Neutral, Somewhat Unimportant, Very Unimportant, and Don't Know.

	Very Important	Somewhat Important	Neutral	Somewhat Unimportant	Very Unimportant	Don't Know
Diversify the Local Economy	427 (61.97%)	159 (23.08%)	69 (10.01%)	8 (1.16%)	9 (1.31%)	17 (2.47%)
Improve the Appearance of the City's Gateways	288 (41.56%)	217 (31.31%)	117 (16.88%)	40 (5.77%)	22 (3.17%)	9 (1.30%)
More Affordable Housing	151 (21.57%)	224 (32.00%)	208 (29.71%)	61 (8.71%)	27 (3.86%)	29 (4.14%)
More Housing for Seniors	117 (16.76%)	185 (26.50%)	261 (37.39%)	65 (9.31%)	32 (4.58%)	38 (5.44%)
Preserve and Enhance Parks & Open Space	248 (35.84%)	266 (38.44%)	128 (18.50%)	24 (3.47%)	19 (2.75%)	7 (1.01%)
Improve Downtown/Commercial Areas	446 (63.71%)	175 (25.00%)	59 (8.43%)	14 (2.00%)	4 (0.57%)	2 (0.29%)
Promote Available Industrial & Commercial Buildings/Land	539 (78.23%)	101 (14.66%)	34 (4.93%)	4 (0.58%)	5 (0.73%)	6 (0.87%)
Expand Speedway Area Tourism	238 (34.64%)	173 (25.18%)	127 (18.49%)	62 (9.02%)	79 (11.50%)	8 (1.16%)
Other (list your "other" answer in the comment box)	135 (72.97%)	11 (5.95%)	19 (10.27%)	2 (1.08%)	1 (0.54%)	17 (9.19%)

12) What is the most effective way for the City to communicate with you? (select one)

	# Responses	Response %
Newspaper	319	45.77%
Direct Mail	162	23.24%
City Website or Social Media	110	15.78%
Other:	37	5.31%
Radio	35	5.02%
Cable TV Channel	18	2.58%
Text Message	16	2.30%

13) What age group do you belong to?

Option	# Responses	Response %
19 and Under	1	0.14%
20-29	40	5.64%
30-39	83	11.71%
40-49	117	16.50%
50-59	167	23.55%
60-69	157	22.14%
70-79	96	13.54%
80+	48	6.77%

14) Please provide other comments or suggestions you have about the City of Newton.

Option	# Responses	Response %
Responded	380	53.07%
Did not respond	336	46.93%