2015 Windsor Citizen Survey Results

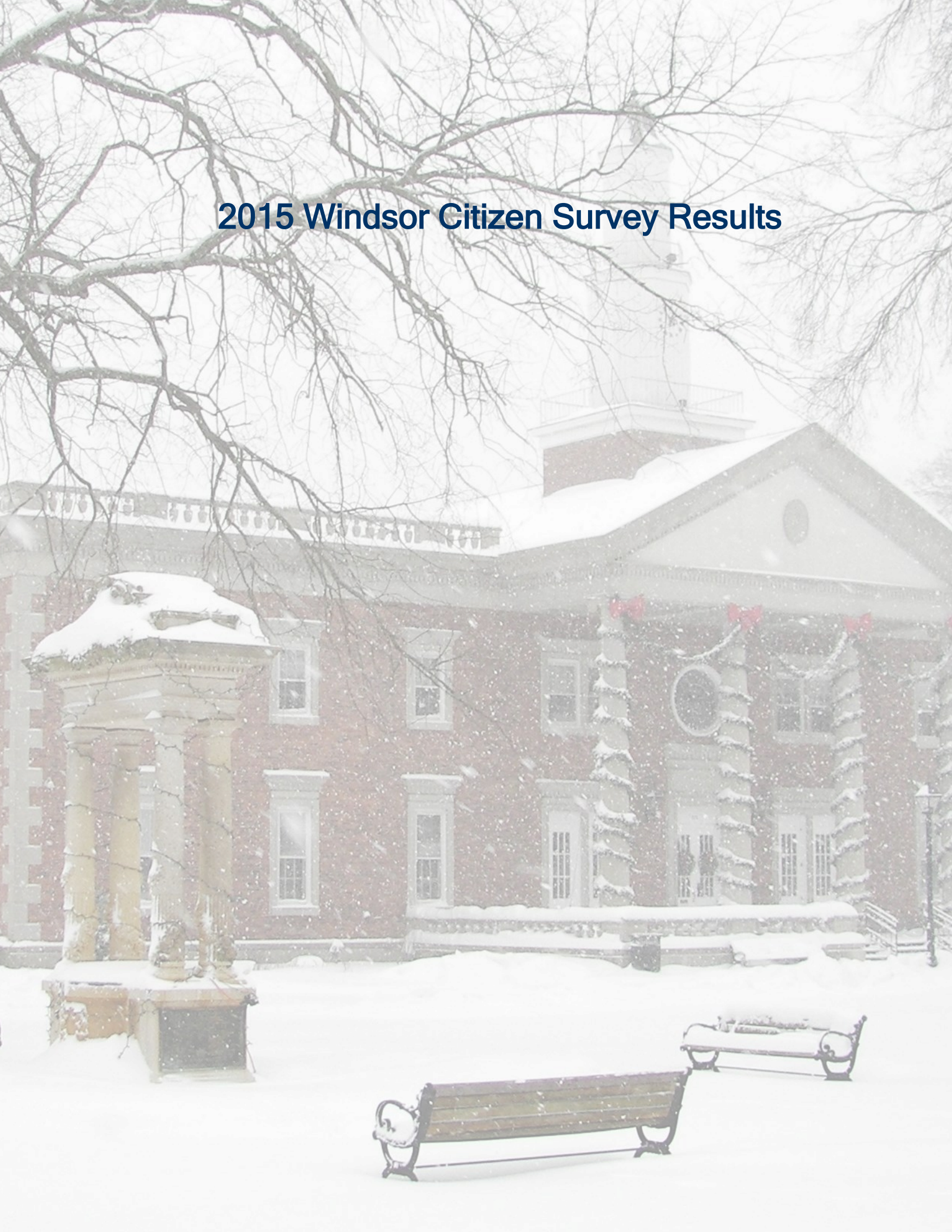


Table of Contents

Survey Background and Methodology 3

Survey Response Rate 4

Quality of Life 5

Quality of Services 6

Importance of Services 9

Customer Service 10

Public Information and Participation 10

Value of Town Taxes Paid 11

Windsor is a Good Place 12

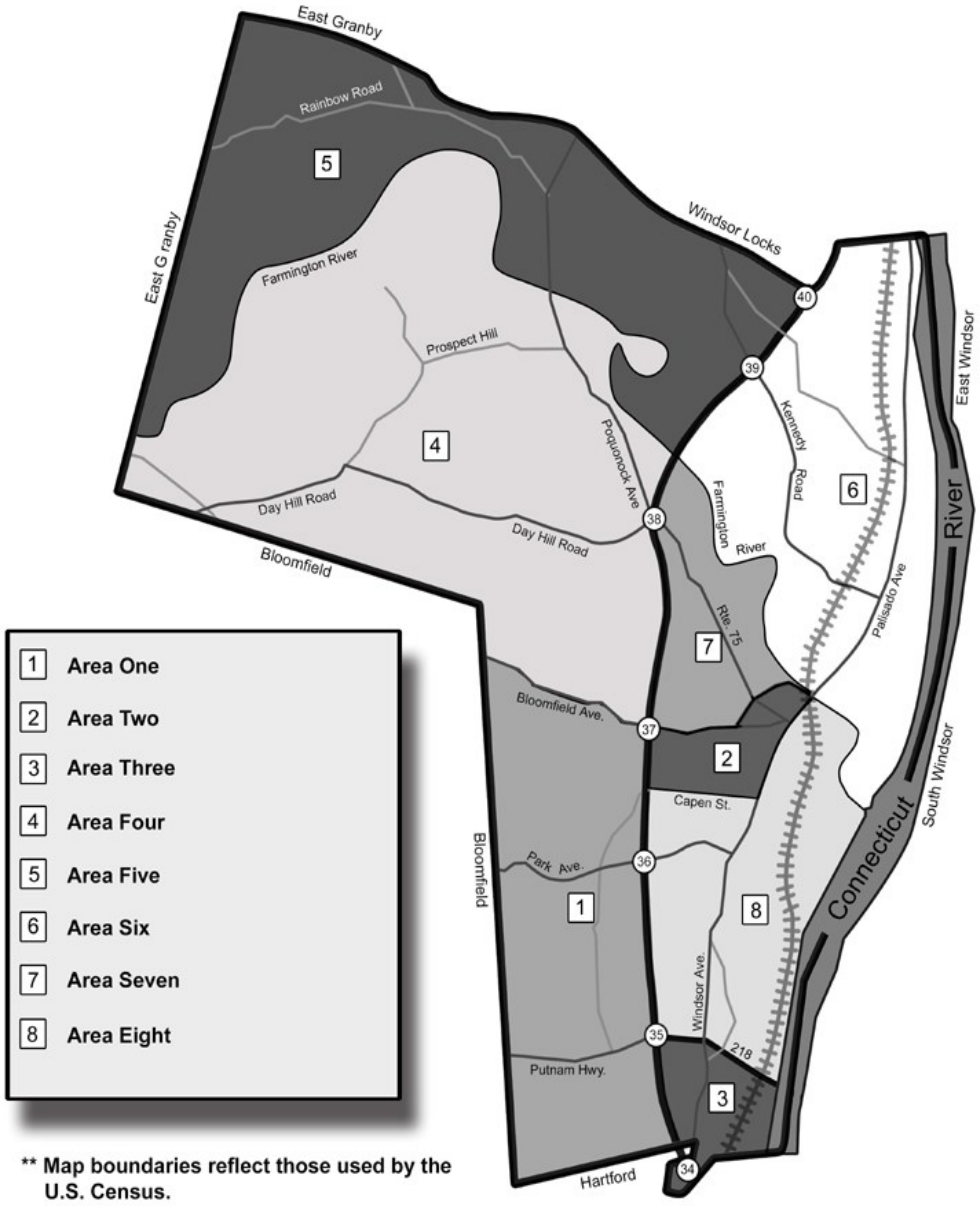
Demographics 14

Survey Background and Methodology

The Town of Windsor conducted Citizen Surveys in 2006, 2008, 2009, 2011, 2013 and 2015. The focus of this report is the 2015 survey, which was distributed to the public in the fall of 2015.

For the 2015 survey, a survey sample of 5,000 households was randomly selected from a combination the Assessor's Database and a privately purchased list of apartments and multifamily units. Of the 5,000 households selected, 4,000 households were mailed a survey and a business reply envelope and 1,000 households were mailed a postcard inviting them to take the survey online . The survey consisted of 19 questions, as well as an opportunity to submit comments.

The first question asked respondents to indicate in which area of town they lived. The areas were presented on a map, shown below. The areas represent U.S. Census track blocks.



Survey Response Rate

The Survey response rate was 19%, with 948 surveys returned by the deadline. This is an 11% response rate decrease compared to the 2013 survey response rate of 30%. Fifteen surveys were excluded from the final calculations due to incompleteness. The sample size and a 95% confidence interval generates a margin of error of 3% for the entire survey.

It should be noted that the 4,000 mailed surveys resulted in 859 responses (22% response rate) and the 1,000 postcard invitations generated 89 responses (9% response rate).

2015 survey response rates varied considerably throughout the areas. Therefore, when looking at data at the area level as opposed to aggregate level, higher margins of error exist. When compared to its proportional share of Windsor's total population, Area 4 has the highest participation level. It's responses make up 24% of the survey despite having only 6% of the Town's population. Areas 3 and 7 have the lowest participation in the survey. Their responses make up 4% and 6% of the survey, respectively. Note that they have 6% and 8% of the town's population, respectively. The 2015 area responses are very similar to those of previous surveys.

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

Survey Participation by Area				
Survey Area / Census Tract Pop.	Total Population as a % of Windsor's Total Population	Survey Responses	% of Total Survey Responses	Estimated Margin of Error for Each Survey Area
Area 1 / 6473	22.24%	178	18.8%	7.21%
Area 2 / 1687	5.8%	67	7.07%	11.89%
Area 3 / 1797	6.18%	37	3.9%	16.05%
Area 4 / 4364	15.00%	225	23.73%	6.39%
Area 5 / 3432	11.79%	99	10.44%	9.75%
Area 6 / 3274	11.25%	150	15.82%	7.88%
Area 7 / 2402	8.25%	57	6.01%	12.91%
Area 8 / 5671	19.49%	95	10.02%	9.96%
Unsure / No response	-	40	4.22%	-
Total / 29,100	100%	948	100%	-

* Census Track Population Data from 2013 American Community Study with a ME +/ - 34 based on a 90% CI (census.gov)

Quality of Life

81% of residents reported the quality of life in **town** is “good” or “excellent.” This figure is a 4% decrease in comparison to the 2013 reporting. 2% of residents reported the quality of life as “poor,” which is almost 1% greater than the 2013 survey response.

	Excellent	Good	Fair	Poor	Don't Know	Responses
2015 Survey: Quality of life in Windsor	19.3 % 183	62.13 % 589	14.13 % 134	2.12 % 20	2.32 % 22	948
2013 Survey: Quality of life in Windsor	18.6 % 218	66.98 % 785	12.29 % 144	1.45 % 17	0.68 % 8	1172

83% of residents rated the quality of life in their **neighborhoods** as “good” or “excellent.” 2% of residents rated the quality of life in their neighborhoods as “poor.” In comparison to the 2013 survey response, there is a 4% decrease in quality of neighborhood life. 2% of 2015 survey respondents reported their quality of neighborhood life to be poor. This figure is the same as the 2013 survey response.

	Excellent	Good	Fair	Poor	Don't Know	Responses
2015: Quality of life in your neighborhood	28.27 % 268	54.21 % 514	13.3% 126	1.79% 17	2.43% 23	948
2013: Quality of life in your neighborhood	31.65 % 370	54.75 % 640	11.46 % 134	1.8 % 21	0.34 % 4	1169

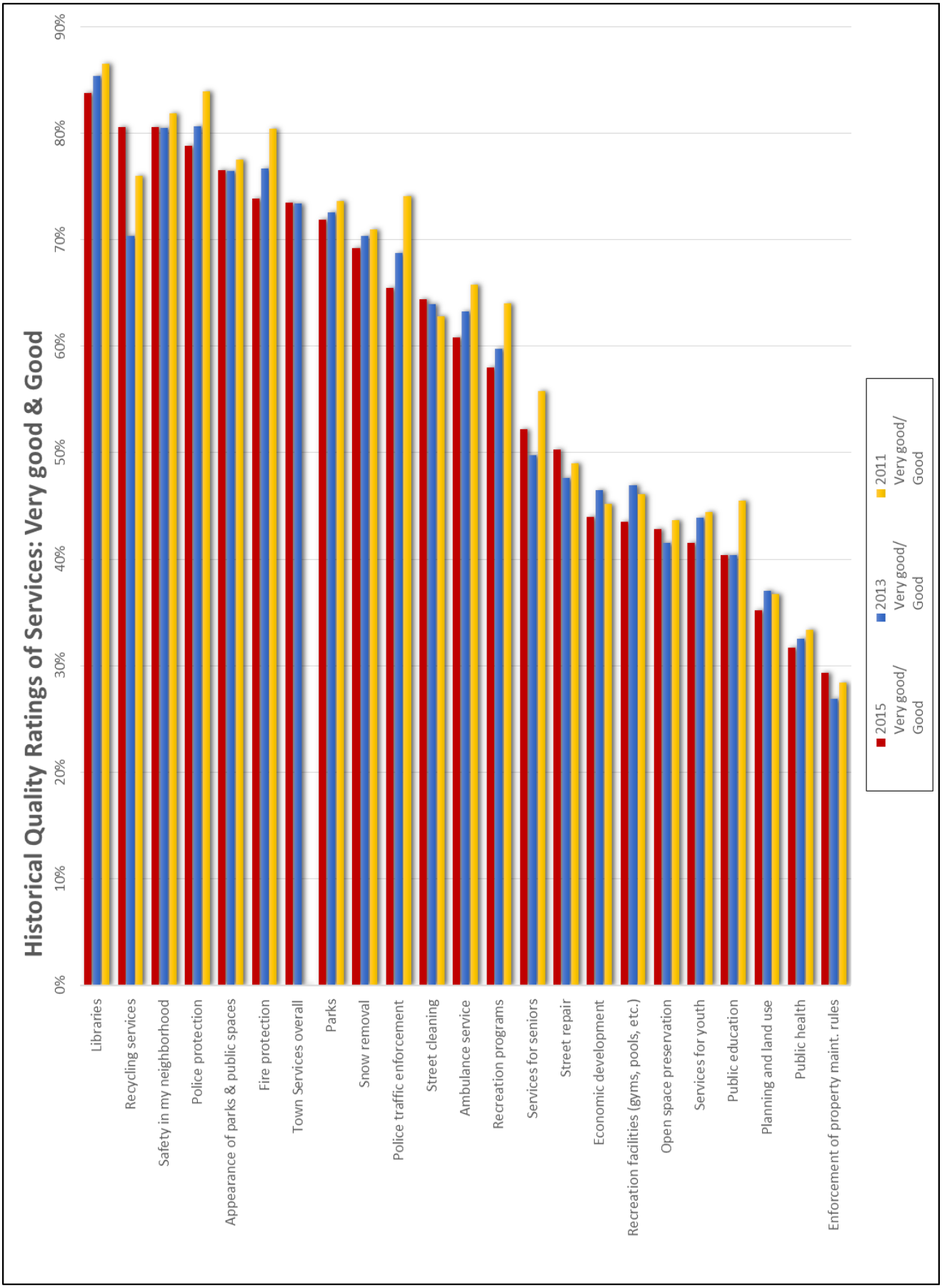
Quality of Services

Residents were asked to rate the quality of 22 services. The table below displays the combined quality responses of "very good" and "good" for each of the services. Keeping in line with recent history, Libraries, recycling services, and safety in my neighborhood rated the highest in terms of quality.

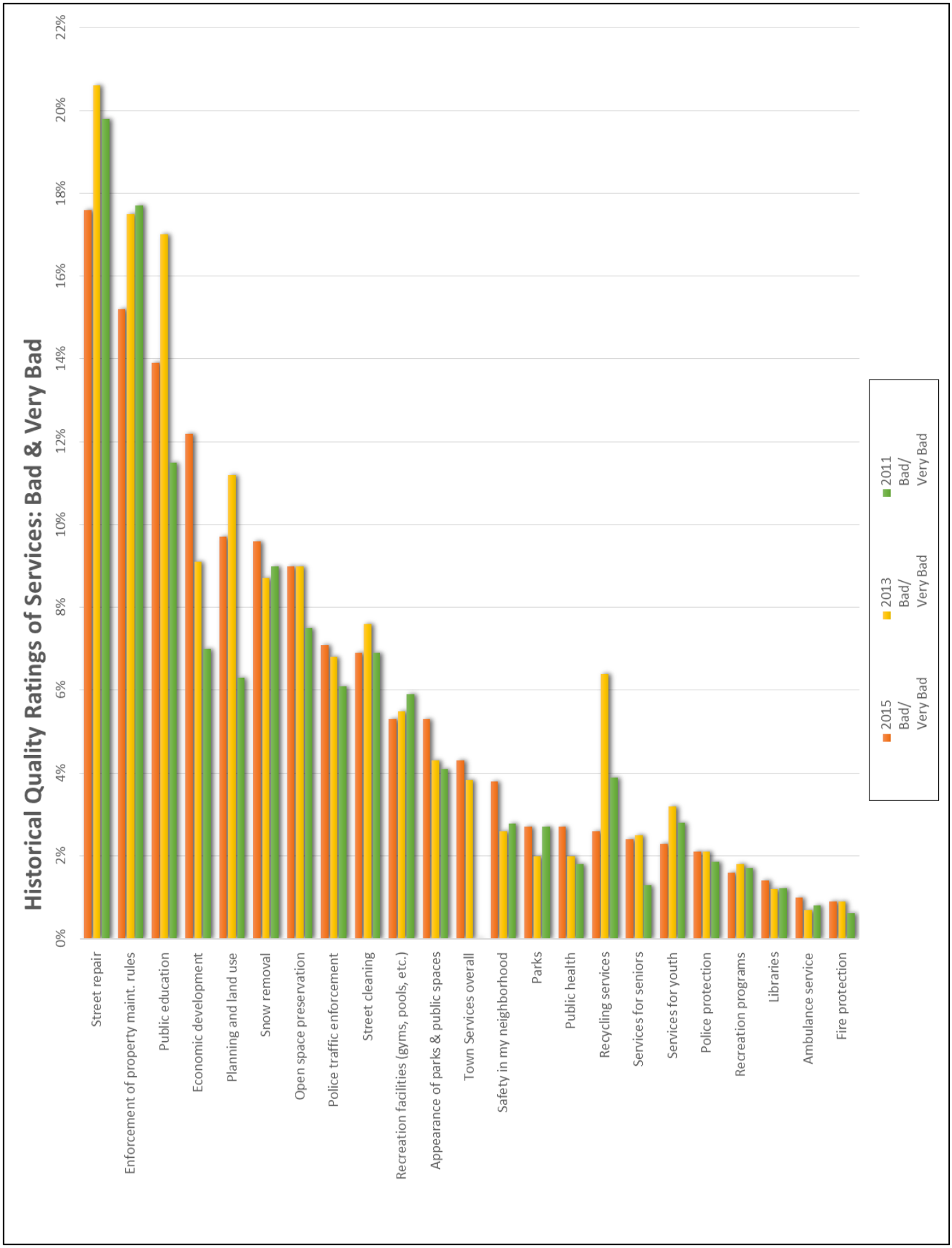
The table also shows the combined quality responses of "bad" and "very bad" for each of the services. Street repair had the lowest quality rating by respondents at 18%. However, this is a 3% improvement from the 2013 survey response. The second lowest quality rating was the town's enforcement of property maintenance rules, which received 15%. This is a 2% improvement over the 2013 survey response.

Quality Ratings of Services						
	2015 Very good/ Good	2013 Very good/ Good	2011 Very good/ Good	2015 Bad/ Very bad	2013 Bad/ Very bad	2011 Bad/ Very bad
Libraries	83.8%	85.3%	86.5%	1.3%	1.2%	1.2%
Recycling services	80.6%	70.3%	76.0%	2.6%	6.4%	3.9%
Safety in my neighborhood	80.6%	80.5%	81.9%	3.8%	2.6%	2.8%
Police protection	78.8%	80.7%	84.0%	2.1%	2.1%	1.9%
Appearance of parks & public spaces	76.5%	76.5%	77.5%	5.3%	4.3%	4.1%
Fire protection	74.8%	76.7%	80.5%	0.9%	0.9%	0.6%
Town Services overall	73.5%	73.4%	-	4.3%	3.8%	-
Parks	71.9%	72.5%	73.6%	2.7%	2.0%	2.7%
Snow removal	69.2%	70.3%	71.0%	9.6%	8.7%	9.0%
Police traffic enforcement	65.5%	68.7%	74.1%	7.1%	6.8%	6.1%
Street cleaning	64.4%	63.9%	62.8%	6.9%	7.6%	6.9%
Ambulance service	60.8%	63.2%	65.8%	1.0%	0.7%	0.8%
Recreation programs	58.0%	59.8%	64.0%	1.6%	1.8%	1.7%
Services for seniors	52.2%	49.7%	55.8%	2.4%	2.5%	1.3%
Street repair	50.3%	47.7%	49.0%	17.6%	20.6%	19.8%
Recreation facilities (gyms, pools, etc.)	43.5%	46.9%	46.1%	5.3%	5.5%	5.9%
Economic development	44.0%	46.5%	45.2%	12.2%	9.1%	7.0%
Services for youth	41.5%	43.9%	44.4%	2.3%	3.2%	2.8%
Open space preservation	42.8%	41.5%	43.7%	9.0%	9.0%	7.5%
Public education	40.4%	40.4%	45.5%	13.9%	17.0%	11.5%
Planning and land use	35.2%	37.0%	36.7%	9.7%	11.2%	6.3%
Public health	31.7%	32.5%	33.4%	2.7%	2.0%	1.8%
Enforcement of property maint. rules	29.3%	26.9%	28.4%	15.2%	17.5%	17.7%

Quality of Services (continued)

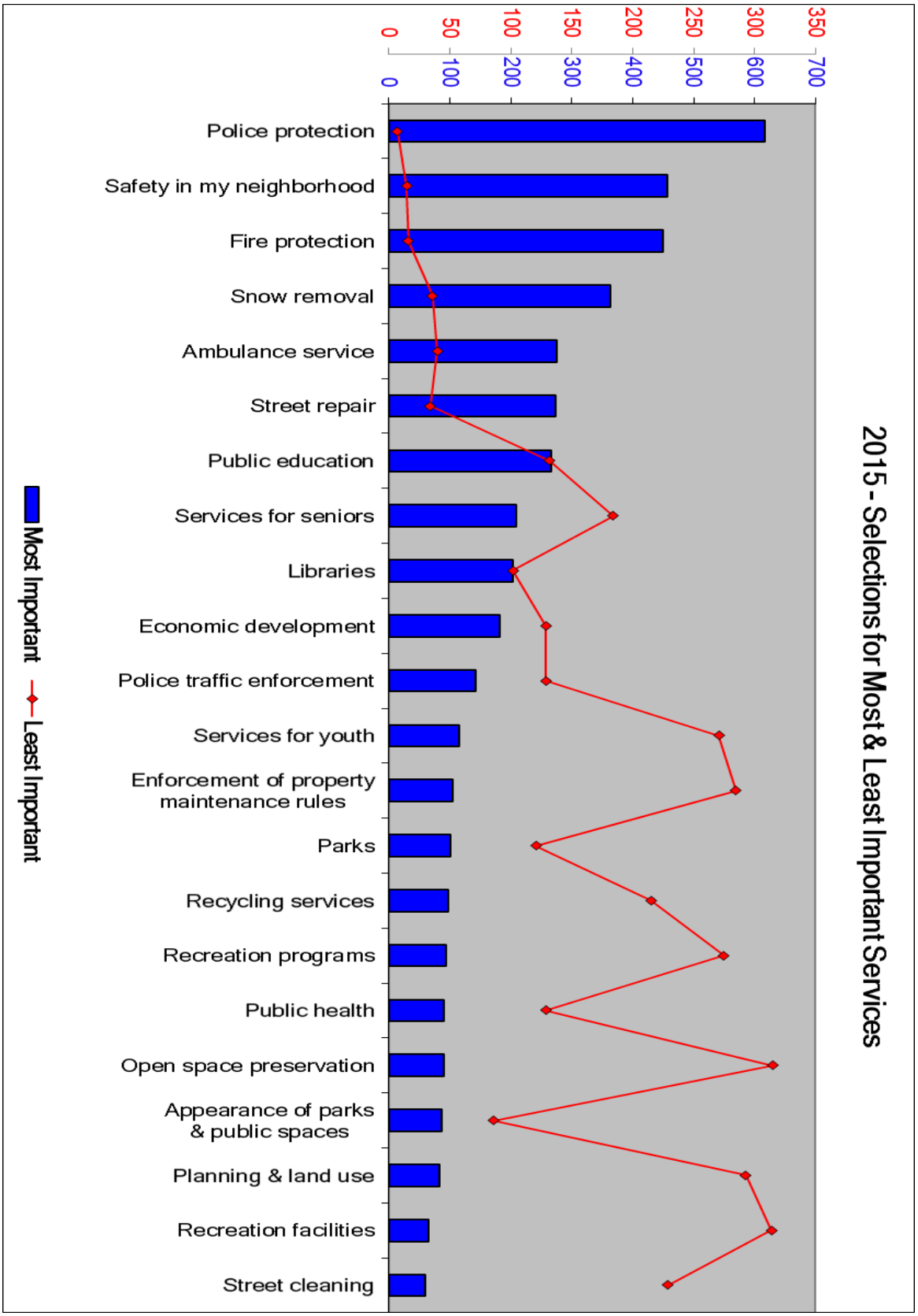


Quality of Services (continued)



Importance of Services

Residents were asked to select 5 services that are most important and 5 services that are least important. Responses are depicted in the graph below.



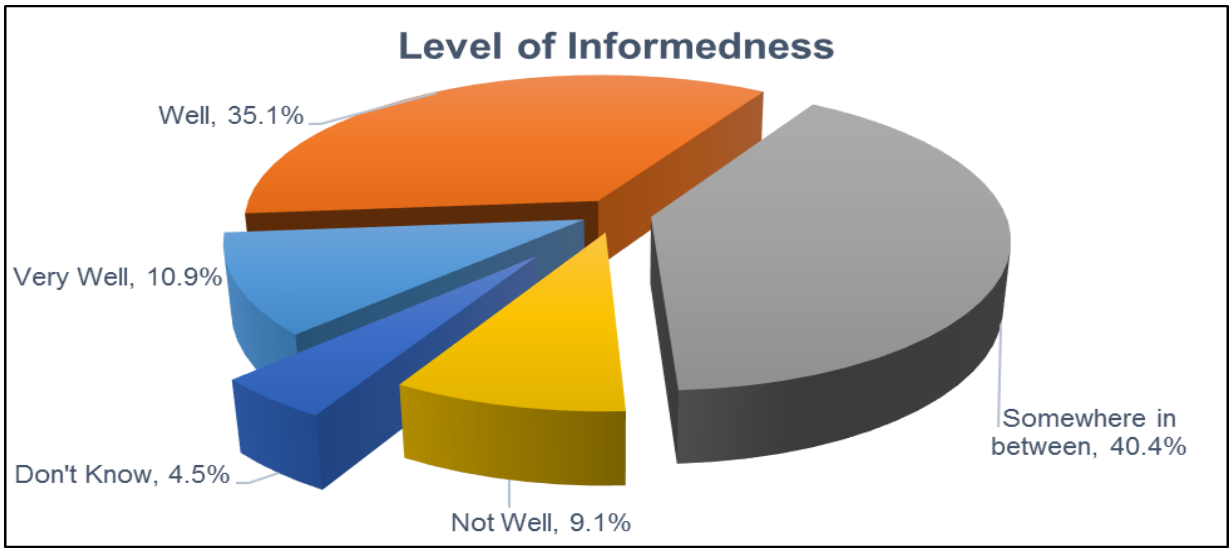
Customer Service

54% of respondents had contact with staff in the past 12 months. That is 3% higher than the results from the 2013 survey. Of those that did have contact with staff, 87% found town employees to be knowledgeable; 81% felt town employees were responsive to concerns; and 81% were satisfied with the overall quality of service provided.

2015 Interactions With Town Employees					
	Strongly Agree	Agree	Disagree	Strongly Disagree	N/A
Town employees were courteous and polite	42.01%	51.47%	3.55%	1.97%	.98%
Town employees were knowledgeable	36.68%	50.69%	7.49%	2.56%	2.56%
Town employees were responsive to my concerns	33.53%	47.14%	9.66%	6.11%	3.55%
I was satisfied with the overall quality of service provided	34.31%	46.74%	8.87%	8.08%	1.97%

Public Information and Participation

The survey asked about participation in community activities in the past year. 21% responded that they had attended a board, commission, Town Council or Board of Education meeting (2% decrease from 2013). 42% said they had participated in a town recreation, youth or senior activity (2% increase over 2013). 70% indicated that they had attended community events, and 42% said they had volunteered in the community. These two results are equivalent to those of the 2013 survey. The 2015 survey also asked about use of town government information resources. 46% of respondents felt either very well-informed or well-informed about the town.



The town's brochure, *There's a lot to do in Windsor,* was read by 79% of the 2015 survey respondents. That varies little from the previous survey. 71% of respondents accessed the town's website during the past 12 months, showing a 4% increase over the 2013 survey. 29% of respondents say they viewed the town's cable channel (WG-TV). This figure was 35% in 2013 and 37% in 2011. 19% of respondents reported registering for the town's emergency notification system (Everbridge) – a 5% decrease from the 2013 survey. Finally, 8% of respondents reported connecting with the town or a town department through Twitter or Facebook. This is a 4% increase in reported participation from the 2013 survey results.

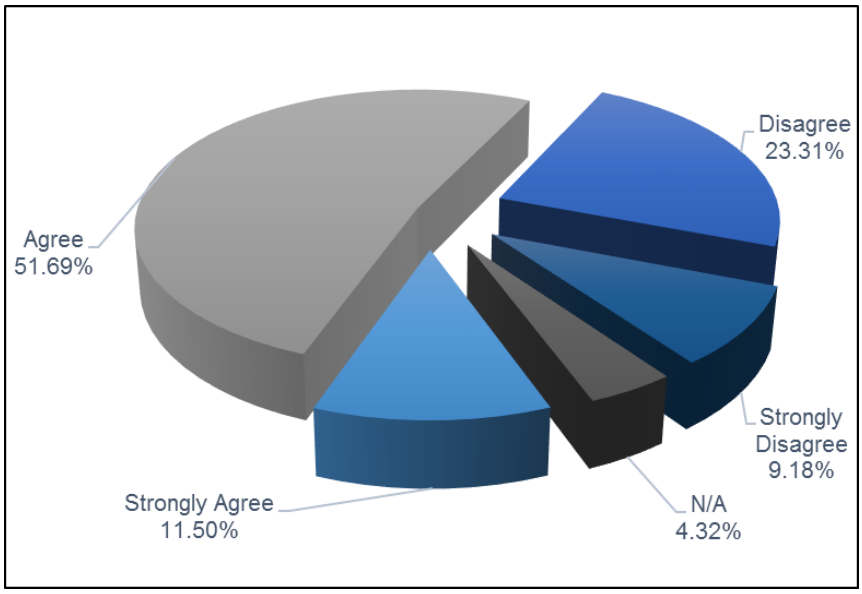
Public Information and Participation				
In the past 12 months, have you . . .	'15 Yes	'15 No	'13 Yes	'13 No
Read *There's a lot to do in Windsor, the town's activity brochure?*	78.66%	21.34%	78.8%	21.2%
Attended a community event?	69.77%	30.23%	69.8%	30.2%
Visited the town's website?	70.95%	29.05%	67.0%	33.0%
Watched WG-TV (Channel 96)?	28.9%	71.1%	35.2%	64.8%
Participated in a town recreation, youth services or senior activity?	41.5%	58.5%	40.0%	60.0%
Volunteered your time for the town, the schools, a non-profit, church, community group or Windsor service organization?	41.5%	58.5%	41.0%	59.0%
Received the town's email updates?	27.93%	72.07%	24.6%	75.4%
Attended a town board, commission, Town Council or Board of Education meeting?	20.64%	79.36%	22.5%	77.5%
Signed up for the town's emergency notification call system (Everbridge)	19.31%	80.69%	24.6%	75.4%
Connected with the town or a town department on Twitter or Facebook?	7.79%	92.21%	4.1%	95.9%
Used any social networking site (e.g., LinkedIn, Facebook, Twitter, YouTube)?	Not asked	Not asked	36.7%	63.3%
Utilized SeeClickFix, an online non- emergency citizen report system?	6.52%	93.48%	Not asked	Not asked

Value for Town Taxes Paid

In this year's survey, respondents were asked to rate their agreement with the following statement: "I receive a good value for the Town of Windsor taxes I pay." 63% of respondents agreed that they receive a good value from the town. The pie chart on the right illustrates the 2015 survey responses.

The 2013 survey responses were:

Strongly Agree.....11%
Agree.....54%
Disagree.....26%
Strongly Disagree.....9%



Windsor is a Good Place

Respondents were asked to rate Windsor as a place to raise children, to retire or to work. The 2015 survey results are shown below, with comparisons to the 2013 survey results.

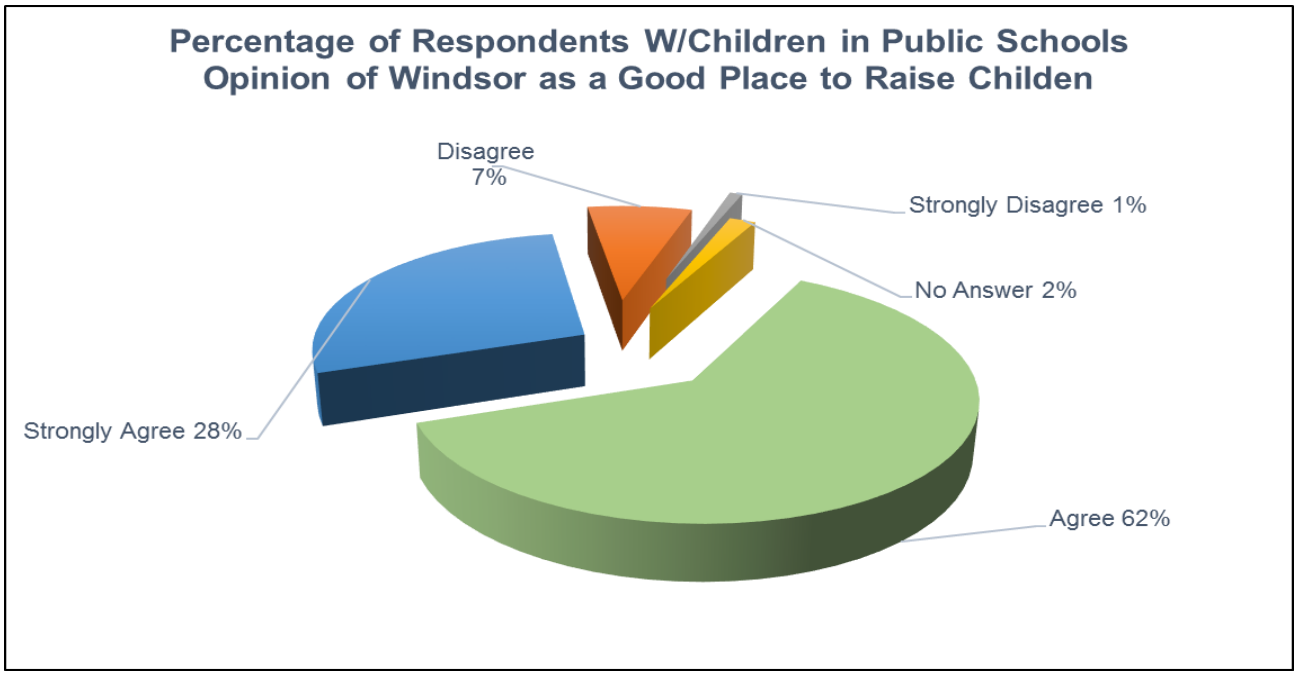
Windsor is a good place to raise children.	2015 Responses	2013 Responses
Strongly Agree	15.3%	15.2%
Agree	50.21%	52%
Disagree	14.03%	11.9%
Strongly Disagree	3.8%	5.3%
N/A	16.66%	15.6%

Windsor is a good place to retire.	2015 Responses	2013 Responses
Strongly Agree	11.70%	10.%
Agree	37.24%	41.6%
Disagree	21.62%	22.5%
Strongly Disagree	14.77%	13.3%
N/A	14.67%	12.5%

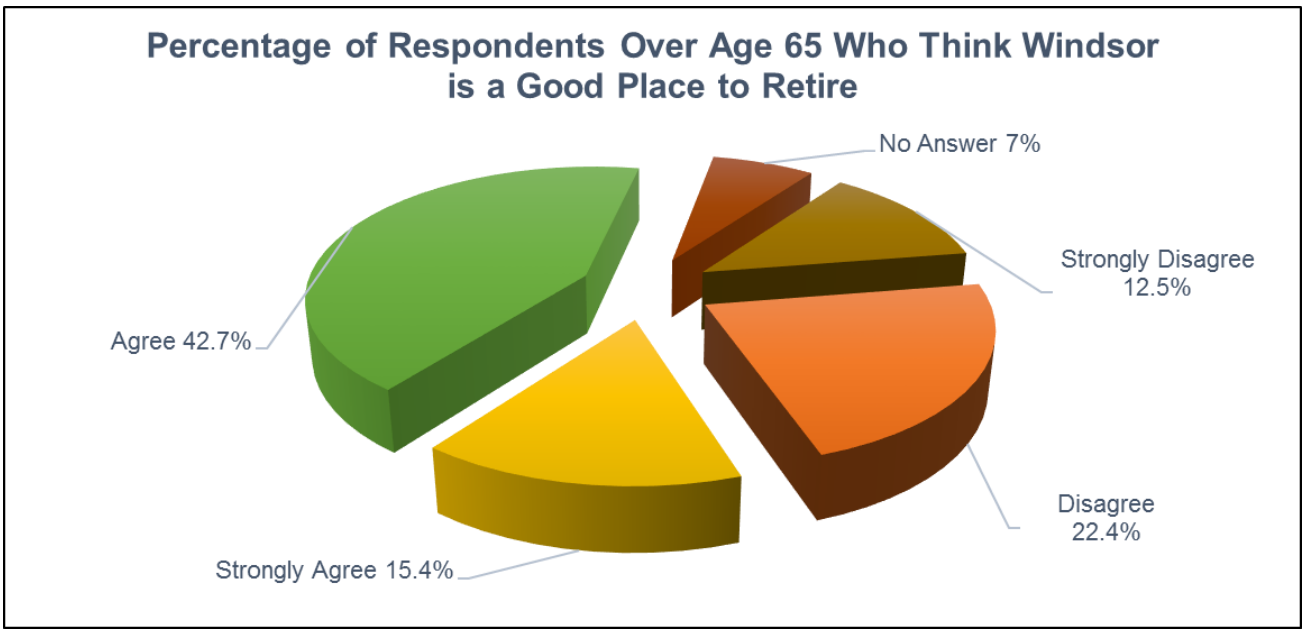
Windsor is a good place to work.	2015 Responses	2013 Responses
Strongly Agree	10.34%	9.7%
Agree	42.41%	45.8%
Disagree	5.91%	6.2%
Strongly Disagree	2.74%	2.5%
N/A	38.6%	35.8%

Windsor is a Good Place (continued)

The previous page indicates how all of the 2015 survey respondents feel about Windsor being a good place to raise children. The chart below focuses on how respondents with children in public schools feel about Windsor being a good place to raise children.



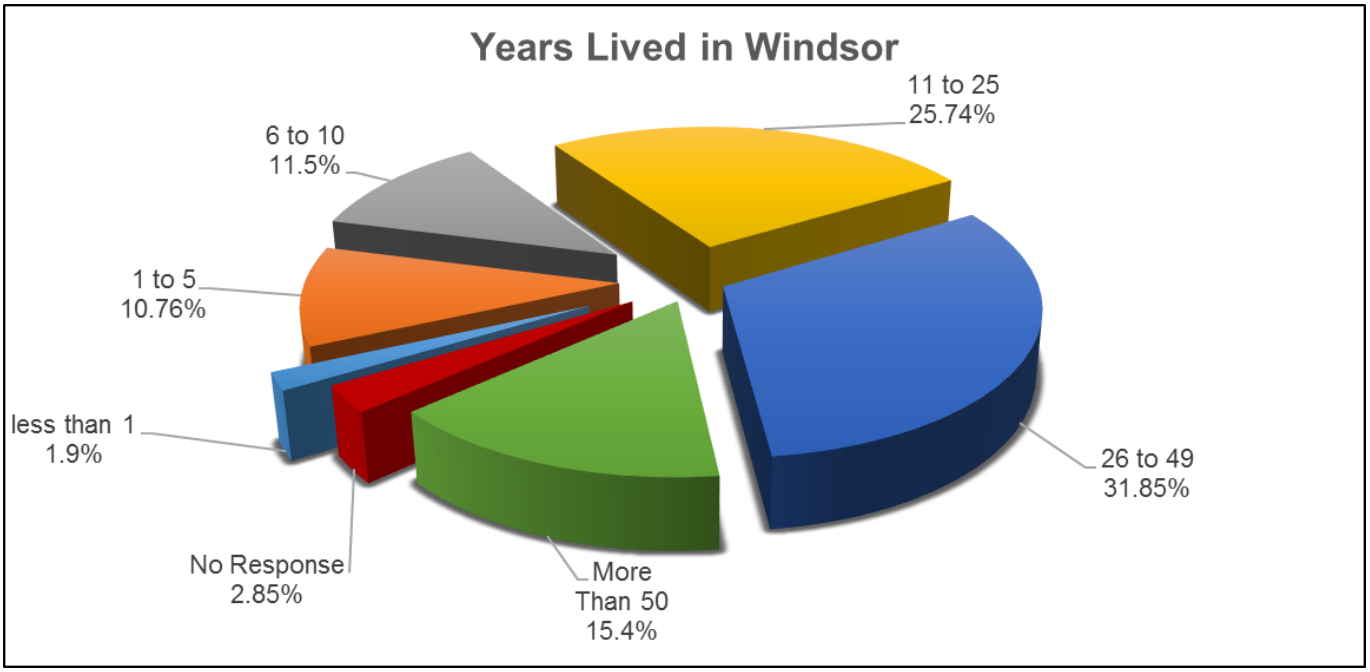
The previous page shows how all of the 2015 survey respondents feel about Windsor being a good place to retire. The chart below reveals how respondents over age 65 feel about Windsor being a good place to retire.



Demographics

The self-reported demographic information shows that the average or median survey respondent is very likely to own a home and have lived in Windsor for an average of 28 years. Of the self-identified response group, 56% of respondents have obtained at least a Bachelor's Degree. Respondents of the survey were likely to be White/Caucasian, have a household income between $100,000 and $149,000, and be between the ages of 55 and 64. Of those that reported their age, 64% were under 65 years of age and 36% were over age 65. Over 88% of respondents said they do not have children in public, private or magnet schools. As in previous years, the survey respondents over-represented some of Windsor's residents and under-represented others. Data from the 2010-14 American Community Survey is included in some of the following tables for comparison purposes.

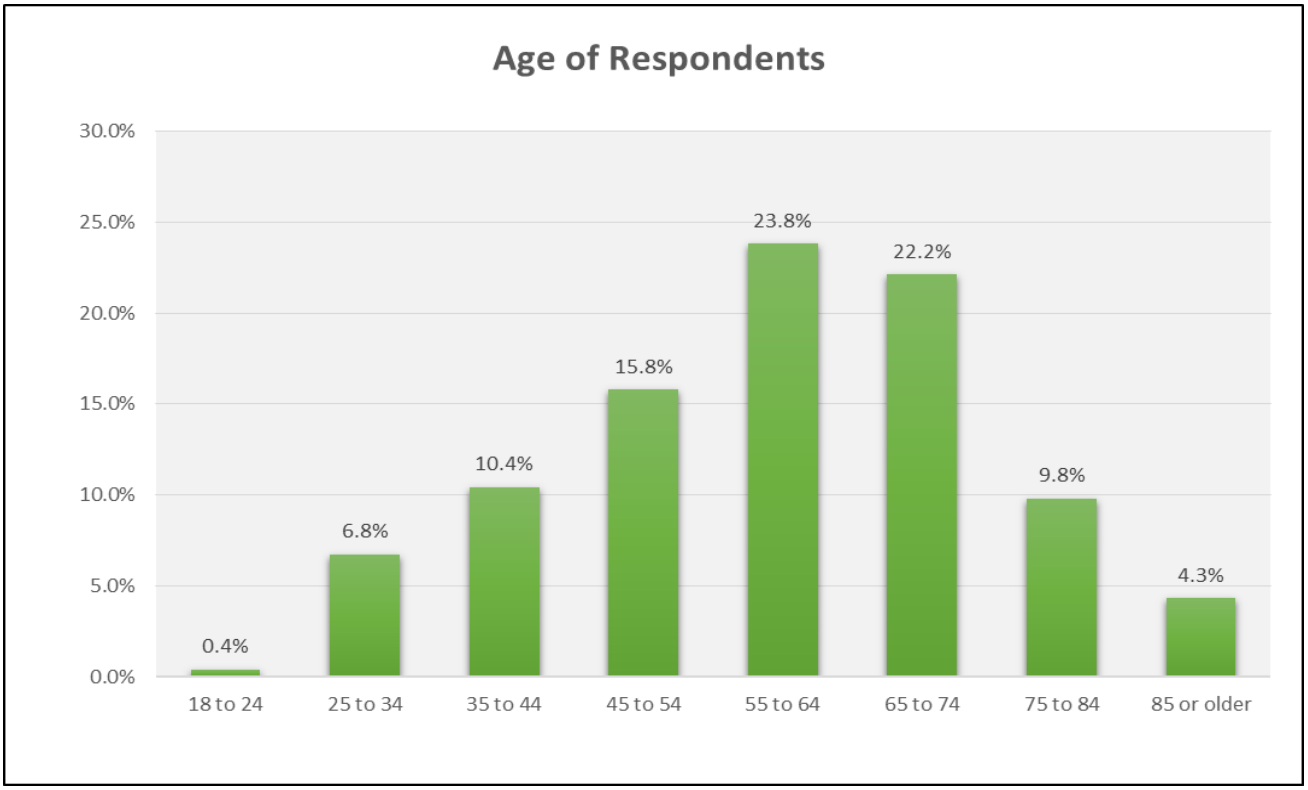
Demographic Data		
Years in Windsor	# of Respondents	% of Respondents
No response	27	2.85%
Less than 1	18	1.9%
1 to 5	102	10.76%
6 to 10	109	11.5%
11 to 25	244	25.74%
26 to 50	302	31.85%
More than 50	146	15.4%
Average	28.01 yr.	-
Median	25 yr.	-
Minimum	Less than 1 yr.	-
Maximum	90 yr.	-



Demographic Data (continued)			
	# of Respondents	% of Respondents	Census %*
Age - Less Than 65 Years			
No response	61	6.44%	+
18 to 24	4	0.42%	+
25 to 34	64	6.75%	11.1%
35 to 44	99	10.44%	12.6%
45 to 54	150	15.82%	15.0%
55 to 64	226	23.84%	15.9%
Total (25-64 years)	539	56.85%	54.6%
Age - Greater Than 65 Years			
65 to 74	210	22.15%	8.6%
75 to 84	93	9.81%	4.3%
85 or older	41	4.33%	2.8%
Total (over 65 years)	344	36.29%	15.7%
Race			
White/Caucasian	716	74.35%	51.9%
Black, African American	116	12.05%	37.7%
American Indian or Alaskan Native	9	0.93%	-
Asian or Pacific Islander	24	2.5%	3.8%
Other	45	4.67%	2.3%
Two or more races			4.3%
No response	53	5.5%	-
Ethnicity			
Hispanic, Spanish or Latino Origin	36	3.94%	8.1%

* Source is the US Census Bureau, 2010-14 American Community Survey.

+ ACS Survey reports ages 15-19 as 5.7% of Windsor's population and ages 20 -24, as 6.1% of Windsor's total population (29,100).



Demographic Data (continued)			
	# of Respondents	% of Respondents	Census %*
Education			
12th grade or less, no diploma	16	1.69%	4.7%
High school diploma/ equivalency	133	14.03%	24.8%
Some college, no degree	158	16.67%	18.8%
Associate's degree	91	9.6%	10.8%
Bachelor's degree	249	26.26%	20.5%
Graduate or professional degree	285	30.06%	17.4%
No response	16	1.69%	-
Housing			
Own Home	874	92.49%	81.83%
Rent Housing	66	6.98%	18.16%
Prefer not to answer	5	0.53%	-
Gender			
Male	373	39.39%	47.03%
Female	540	57.02%	52.96%
No response	34	3.59%	-
Has Child(ren) in Windsor Public School(s)			
Yes	111	11.81%	-
No	829	88.19%	-
			-
Households with child(ren) under age 18			33.1%
Has Child(ren) in Private or Magnet School(s)			
Yes	69	7.65%	-
No	833	92.35%	-
			-
Households with child(ren) under age 18			
Household Income			
Less than $10,000	8	0.84%	2.2%
$10,000 to under $25,000	51	5.38%	7.5%
$25,000 to under $50,000	143	15.08%	16%
$50,000 to under $75,000	168	17.72%	19.4%
$75,000 to under $100,000	172	18.14%	18.1%
$100,000 to under $150,000	176	18.57%	20.9%
$150,000 or more	130	13.71%	15.8%
Prefer not to answer	100	10.55%	-

* Source is the US Census Bureau, 2010-14 American Community Survey.