



A Tale of Two Surveys

The Challenges of Measuring Resident Satisfaction

Eastern Sociological Society Annual Meeting 2020

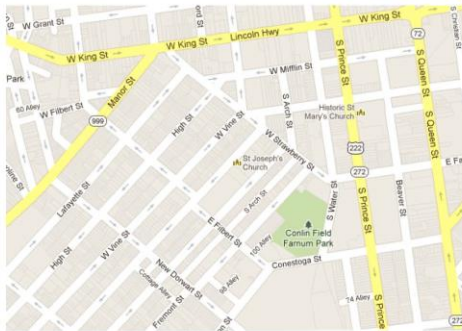
Southwest Lancaster City

LANCASTER VIOLENT CRIME REDUCTION INITIATIVE

TAKE BACK OUR COMMUNITY!

The Neighborhoods of Southwest Lancaster, Boys and Girls Club, Water Street Ministries, Lancaster Community Safety Coalition, and Lancaster Bureau of Police invite all residents to a community meeting on Lancaster's Violent Crime Reduction Initiative. **WE WANT TO HEAR FROM YOU!** We need your ideas of how to improve our neighborhoods.

STOP DRUGS AND VIOLENCE IN OUR COMMUNITY!!



Wednesday, January 16 @ 4:00 PM

St. Joseph's Catholic Church, located on St. Joseph's Street

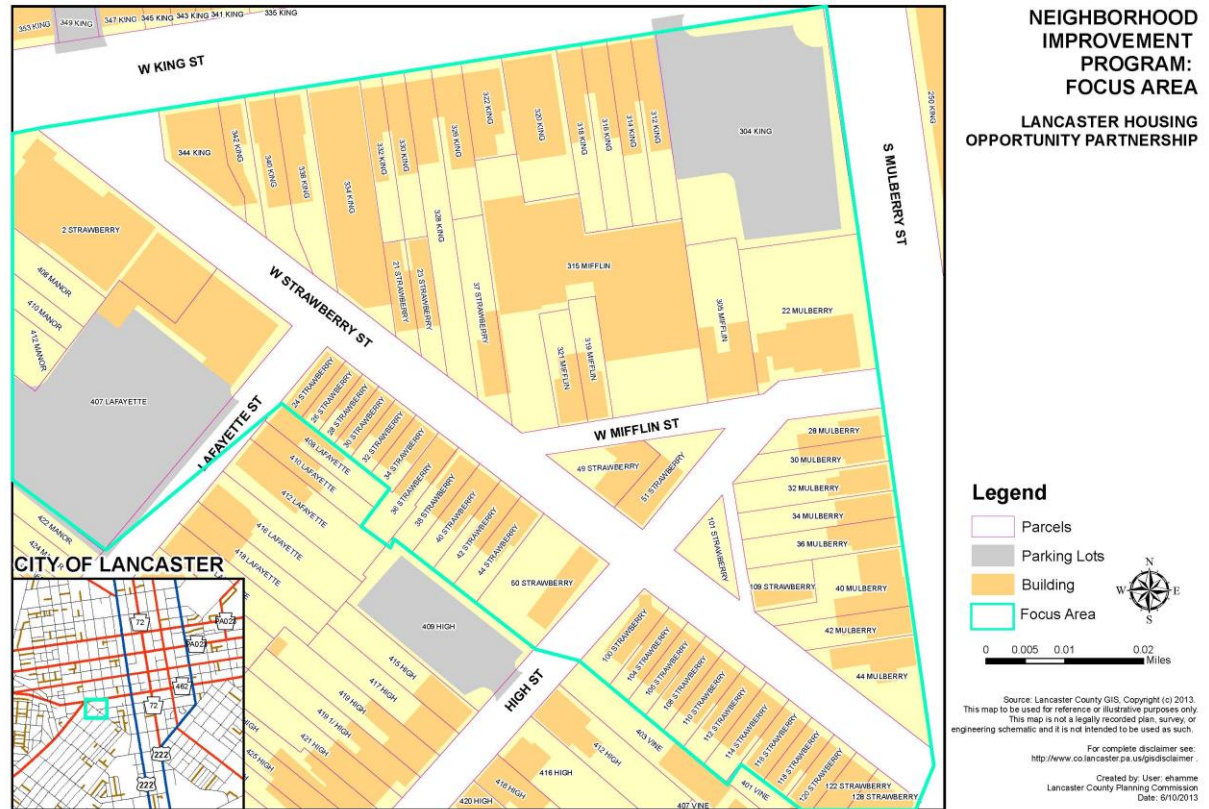


2012

Community Mobilization for Lancaster Violent Crime Reduction Initiative

2013

Lancaster
Housing
Opportunity
Partnership
(LHOP) initiates
small scale
neighborhood
improvement
program



2014 - 2015



Monthly neighborhood meetings, resident surveys, neighborhood clean-ups, block parties, MU students deliver flyers door-to-door and participate in clean-up events

May 2015: LHOP announces that it has received a Wells Fargo Regional Foundation planning grant to support a “resident-driven” planning process that may lead to a substantial implementation grant.

May 2015 – November 2015

Key stakeholders meet with consultants who will prepare a neighborhood revitalization plan.

Millersville University is contracted to conduct resident survey, one of the sources of information that will guide the revitalization plan and shape recommendations.

LHOP and consultants hold public “visioning workshop” to gather information from residents and to provide updates on the planning process.

Community meetings with residents continue and include discussions on the importance of the survey.

Outreach efforts are directed to churches and community organizations that serve Latino community

Postcards, in English and Spanish, announcing the survey are sent to residences selected to be surveyed.

June 29, 2015 – November 15, 2015

Southwest Survey Details	
Number of households in survey area	2364
Sample size	1652
Number of completed surveys	292
Percentage of completed surveys	17.7%
Percentage refusals	11.2%

Students make connections with informal community leaders who assist in conducting some of the surveys.

Surveys are conducted in English and Spanish.

Door hangers left on “no answer” residences.

Southeast Lancaster City



April 2018

Spanish American Civic Association (SACA), receives a Wells Fargo Regional Foundation Planning Grant to support a resident-driven planning process for southeast Lancaster city.

May – June 2018

- Millersville University representatives begin outreach to community members to solicit support
- June 2018 news release announces planning grant and importance of survey



July-September 2018

Development of additional survey questions and translation into Spanish.

Postcards in English and Spanish announcing the survey are sent to residences selected to be surveyed.

Incentives established.

Outreach to community groups seeking assistance with survey continues.

Survey is publicized on Spanish language radio station.

June 29, 2015 – November 15, 2015

Southeast Survey Details	
Number of households in survey area	3918
Sample size	1750
Number of completed surveys	200
Percentage of completed surveys	11.4%
Percentage refusals	12.5%

Surveys are conducted in English and Spanish. Door hangers left on “no answer” residences.

Neighborhood resident recruited to assist with surveying reports that residents do not want to answer anymore surveys

SACA identifies a group of residents willing to survey. Millersville University trains residents who conduct final surveys alone.

Why Was the SE Survey More Problematic than the SW Survey?

- SW survey done after 3 years of work in community
- Weather
- Far less neighborhood outreach
- SE survey area contained large public housing projects
- Rash of door-to-door electricity scams

Characteristics of Survey Respondents

Survey location	Southwest Lancaster City	Southeast Lancaster City
Percentage renters	54%	57%
Percent who live there 6 years or more	52%	68%
Percent who live there less than one year	15%	3%
Percent who have children under 18	48%	40%
Percent who have a high school education or less	48%	61%
Percent who have some college or technical school training	35%	23%
Percent who have a bachelor's degree or a more advanced degree	17%	17%

Community Characteristics

Community Characteristics	Southwest Area	Southeast Area
Population	6,090	12,211
Poverty Rate	28.3%	37%
Owner Occupied	36.1%	29.6%
Spend more than 30% of income on housing	60.4%	62.0%
White only	27.6%	41.7%
African American only	16.5%	23.2%
Asian only	2.1%	2.1%
All others (other race, two or more races, Pacific Islander, Native American)	53.8%	32.9%
Hispanic – all races	48.5%	62.6%

Satisfaction with Where They Live

Survey location	Southwest Lancaster City	Southeast Lancaster City
Percentage expressing satisfaction with where they live	74%	87%
Reasons	<ul style="list-style-type: none">• Near family and friends• Affordability	
Percentage recommending their neighborhood to others	67%	84%

Want to Continue to Live There

Survey location	Southwest Lancaster City	Southeast Lancaster City
Percentage planning to continue to live there	58%	78%
Reasons	<ul style="list-style-type: none">• Neighborhood atmosphere• People in the neighborhood• Convenience• Housing	<ul style="list-style-type: none">• Access to downtown• Neighbors• Affordability• Safety

Why Respondents Would Not Buy a House There

Survey location	Southwest Lancaster City	Southeast Lancaster City
Percent of renters who would not like to buy a house there	58%	50%
Reasons	<ul style="list-style-type: none">• Crime (53%)• Personal financial situation (21%)	<ul style="list-style-type: none">• Personal financial situation (42%)• Crime (23%)

Change in Their Neighborhood

Survey location	Southwest Lancaster City	Southeast Lancaster City
Percent who say that in the last three years, the neighborhood has improved some or a lot	27%	52%
Percent who say that in the next three years, the neighborhood will improve some or a lot	41%	60%

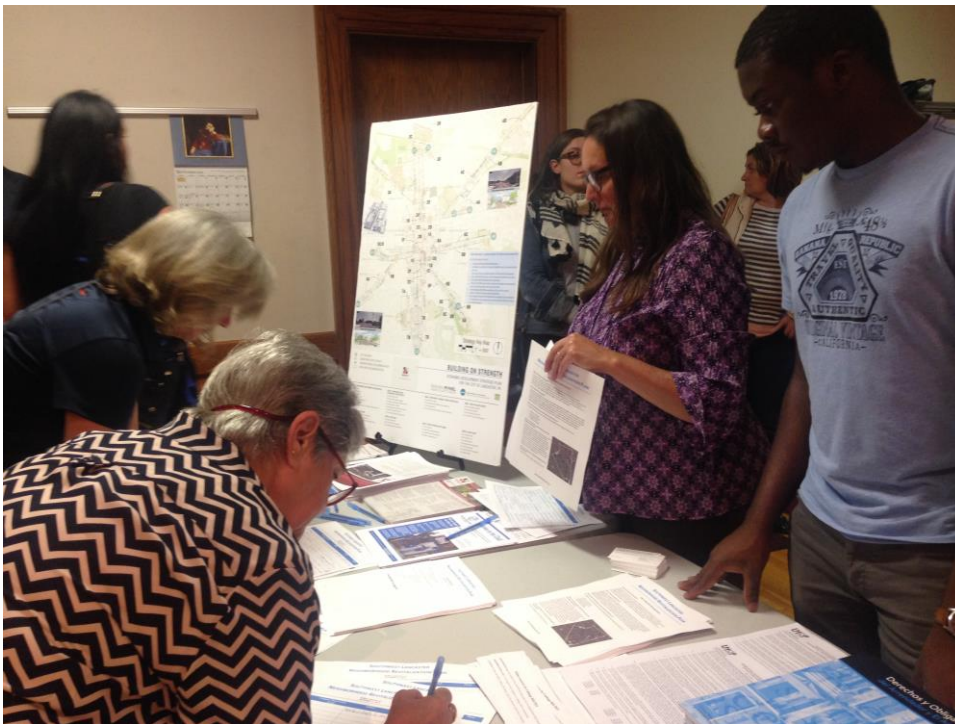
Community Connectedness

Survey location	Southwest Lancaster City	Southeast Lancaster City
Percent who speak with one or more of their neighbors daily	86%	92%
Percent who speak with seven or more of their neighbors daily	17%	31%

“It is Likely or Very Likely that”

Survey location	Southwest Lancaster City	Southeast Lancaster City
That a neighbor would pick up my mail or let me borrow a tool	60%	64%
That a neighbor would look out for an elderly resident	56%	75%
That a neighbor would accept a package if I wasn't home	50%	64%
That a neighbor would watch a child in case of emergency	50%	68%
That a neighbor would give me a ride if I needed one	40%	64%

People in Their Community Will Work Together to Fix a Problem



**Strongly Agree or
Agree**

**Southeast Lancaster
City – 69%**

**Southwest
Lancaster City – 45%**

Why are the southeast Lancaster survey responses more positive than those in southwest Lancaster?

Troubling question – is it a result of response bias or did surveys measure a genuine difference?



Questions and Comments?



For More Information

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