THE NCS™
The National Citizen Survey™

Yorktown, IN

Technical Appendices

2015

NRC
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Leaders at the Core of Better Communities

Contents

Appendix A: Complete Survey Responses

Responses excluding "don't know"

The following pages contain a complete set of responses to each question on the survey, excluding the "don't know" responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with "N=").

Table 1: Question 1

Please rate each of the following aspects of quality of life in Yorktown:	Excellent		Good		Fair		Poor		Total	
Yorktown as a place to live	40%	N=177	56%	N=248	2%	N=11	1%	N=5	100%	N=440
Your neighborhood as a place to live	46%	N=201	42%	N=182	11%	N=49	1%	N=6	100%	N=437
Yorktown as a place to raise children	51%	N=211	45%	N=185	3%	N=12	1%	N=6	100%	N=415
Yorktown as a place to work	17%	N=53	26%	N=79	29%	N=89	28%	N=88	100%	N=310
Yorktown as a place to visit	15%	N=63	29%	N=120	40%	N=165	15%	N=63	100%	N=411
Yorktown as a place to retire	25%	N=96	38%	N=146	27%	N=104	11%	N=43	100%	N=389
The overall quality of life in Yorktown	28%	N=121	60%	N=260	11%	N=49	1%	N=6	100%	N=435

Table 2: Question 2

Please rate each of the following characteristics as they relate to Yorktown as a whole:	Excellent		Good		Fair		Poor		Total	
Overall feeling of safety in Yorktown	46%	N=204	48%	N=212	5%	N=22	0%	N=2	100%	N=440
Overall ease of getting to the places you usually have to visit	45%	N=197	46%	N=204	8%	N=34	1%	N=5	100%	N=440
Quality of overall natural environment in Yorktown	33%	N=141	56%	N=243	11%	N=47	0%	N=2	100%	N=433
Overall "built environment" of Yorktown (including overall design, buildings, parks and transportation systems)	19%	N=83	45%	N=196	32%	N=137	4%	N=18	100%	N=435
Health and wellness opportunities in Yorktown	25%	N=103	52%	N=215	21%	N=88	2%	N=10	100%	N=417
Overall opportunities for education and enrichment	34%	N=142	41%	N=169	19%	N=80	5%	N=22	100%	N=414
Overall economic health of Yorktown	13%	N=52	49%	N=204	31%	N=128	8%	N=31	100%	N=414
Sense of community	20%	N=86	50%	N=216	25%	N=106	5%	N=22	100%	N=430
Overall image or reputation of Yorktown	24%	N=104	61%	N=261	12%	N=50	4%	N=15	100%	N=431

Table 3: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Total	
Recommend living in Yorktown to someone who asks	61%	N=266	35%	N=153	2%	N=10	2%	N=7	100%	N=435
Remain in Yorktown for the next five years	71%	N=302	20%	N=84	5%	N=22	4%	N=16	100%	N=424

Table 4: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Total	
In your neighborhood during the day	84%	N=371	14%	N=60	1%	N=5	1%	N=3	0%	N=0	100%	N=439
In Yorktown's downtown/commercial area during the day	80%	N=343	18%	N=78	1%	N=6	0%	N=0	0%	N=1	100%	N=427
In your neighborhood at night	59%	N=255	35%	N=151	5%	N=21	2%	N=8	0%	N=1	100%	N=436
In Yorktown's downtown/commercial area at night	45%	N=183	45%	N=183	9%	N=37	1%	N=4	0%	N=1	100%	N=408

Table 5: Question 5

Please rate each of the following characteristics as they relate to Yorktown as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	35%	N=151	53%	N=233	11%	N=49	1%	N=5	100%	N=438
Ease of public parking	23%	N=98	44%	N=189	26%	N=111	7%	N=28	100%	N=426
Ease of travel by car in Yorktown	39%	N=173	54%	N=236	7%	N=29	0%	N=2	100%	N=440
Ease of travel by bicycle in Yorktown	25%	N=93	48%	N=175	21%	N=78	5%	N=19	100%	N=365
Ease of walking in Yorktown	36%	N=150	49%	N=203	12%	N=49	3%	N=13	100%	N=416
Availability of paths and walking trails	39%	N=165	40%	N=169	16%	N=67	4%	N=18	100%	N=418
Air quality	39%	N=166	55%	N=230	5%	N=19	1%	N=5	100%	N=420
Cleanliness of Yorktown	38%	N=166	53%	N=234	9%	N=37	0%	N=2	100%	N=439
Overall appearance of Yorktown	30%	N=131	54%	N=236	14%	N=62	1%	N=4	100%	N=434
Public places where people want to spend time	20%	N=84	44%	N=190	29%	N=122	8%	N=32	100%	N=428
Variety of housing options	17%	N=70	49%	N=198	26%	N=107	8%	N=31	100%	N=406
Availability of affordable quality housing	15%	N=58	46%	N=180	29%	N=112	10%	N=40	100%	N=389
Fitness opportunities (including exercise classes and paths or trails, etc.)	37%	N=155	46%	N=195	15%	N=64	2%	N=10	100%	N=424
Recreational opportunities	25%	N=103	45%	N=186	24%	N=97	6%	N=24	100%	N=410
Availability of affordable quality food	9%	N=39	28%	N=119	33%	N=143	30%	N=131	100%	N=431
Availability of affordable quality health care	11%	N=40	36%	N=132	42%	N=154	10%	N=37	100%	N=364
Availability of preventive health services	12%	N=42	36%	N=122	35%	N=120	17%	N=58	100%	N=342
Availability of affordable quality mental health care	9%	N=24	24%	N=65	34%	N=91	33%	N=90	100%	N=270

Table 6: Question 6

Please rate each of the following characteristics as they relate to Yorktown as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	18%	N=45	41%	N=104	31%	N=79	10%	N=25	100%	N=254
K-12 education	57%	N=220	35%	N=136	7%	N=29	0%	N=1	100%	N=386
Adult educational opportunities	8%	N=22	24%	N=65	40%	N=107	29%	N=78	100%	N=272
Opportunities to attend cultural/arts/music activities	8%	N=29	19%	N=68	41%	N=146	32%	N=116	100%	N=359
Opportunities to participate in religious or spiritual events and activities	25%	N=90	45%	N=162	27%	N=96	3%	N=12	100%	N=361
Employment opportunities	3%	N=10	12%	N=40	34%	N=115	52%	N=176	100%	N=341
Shopping opportunities	1%	N=5	10%	N=43	32%	N=133	57%	N=241	100%	N=422
Cost of living in Yorktown	14%	N=61	44%	N=186	35%	N=148	7%	N=29	100%	N=424
Overall quality of business and service establishments in Yorktown	7%	N=28	36%	N=152	45%	N=187	12%	N=52	100%	N=418
Vibrant downtown/commercial area	4%	N=19	15%	N=63	47%	N=195	34%	N=142	100%	N=419
Overall quality of new development in Yorktown	7%	N=25	29%	N=115	43%	N=166	21%	N=84	100%	N=390
Opportunities to participate in social events and activities	11%	N=42	35%	N=137	44%	N=171	11%	N=42	100%	N=392
Opportunities to volunteer	13%	N=42	35%	N=110	41%	N=129	11%	N=36	100%	N=317
Opportunities to participate in community matters	12%	N=42	40%	N=139	38%	N=132	10%	N=34	100%	N=347
Openness and acceptance of the community toward people of diverse backgrounds	10%	N=37	36%	N=130	36%	N=130	18%	N=63	100%	N=359
Neighborliness of residents in Yorktown	18%	N=75	49%	N=204	27%	N=111	6%	N=24	100%	N=414

Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	27%	N=118	73%	N=315	100%	N=433
Made efforts to make your home more energy efficient	16%	N=70	84%	N=367	100%	N=437
Reported a code violation or other hazard in Yorktown	87%	N=375	13%	N=58	100%	N=433
Household member was a victim of a crime in Yorktown	90%	N=393	10%	N=42	100%	N=435
Reported a crime to the police in Yorktown	82%	N=357	18%	N=79	100%	N=436
Stocked supplies in preparation for an emergency	54%	N=235	46%	N=200	100%	N=435
Campaigned or advocated for an issue, cause or candidate	80%	N=348	20%	N=86	100%	N=434
Contacted the Town of Yorktown (in-person, phone, email or web) for help or information	58%	N=252	42%	N=184	100%	N=436
Contacted Yorktown elected officials (in-person, phone, email or web) to express your opinion	79%	N=344	21%	N=91	100%	N=435

Table 8: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Yorktown?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Yorktown recreation centers or their services	20%	N=86	21%	N=90	29%	N=124	31%	N=134	100%	N=435
Visited a neighborhood park or Town park	15%	N=67	35%	N=153	37%	N=163	12%	N=54	100%	N=437
Used Yorktown public libraries or their services	11%	N=46	22%	N=95	27%	N=116	40%	N=170	100%	N=428
Participated in religious or spiritual activities in Yorktown	7%	N=30	9%	N=39	14%	N=59	71%	N=304	100%	N=431
Attended a Town-sponsored event	4%	N=18	3%	N=12	47%	N=201	46%	N=199	100%	N=430
Walked or biked instead of driving	10%	N=44	18%	N=79	26%	N=112	46%	N=197	100%	N=432
Volunteered your time to some group/activity in Yorktown	7%	N=29	7%	N=30	16%	N=69	70%	N=304	100%	N=432
Participated in a club in Yorktown	4%	N=16	7%	N=31	11%	N=48	78%	N=335	100%	N=430
Talked to or visited with your immediate neighbors	35%	N=154	34%	N=149	24%	N=105	6%	N=28	100%	N=437
Done a favor for a neighbor	17%	N=73	28%	N=122	42%	N=185	13%	N=57	100%	N=436

Table 9: Question 9

Thinking about local public meetings (of local elected officials like Town Council or County Commissioners, advisory boards, school board, Home Owners Association, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or spoke at a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	0%	N=2	4%	N=15	19%	N=82	77%	N=337	100%	N=437
Spoke at a local public meeting	0%	N=2	1%	N=6	8%	N=33	91%	N=396	100%	N=437

Table 10: Question 10

Please rate the quality of each of the following services in Yorktown:	Excellent		Good		Fair		Poor		Total	
Police services	42%	N=167	49%	N=195	9%	N=36	1%	N=3	100%	N=401
Sheriff services	37%	N=120	51%	N=167	11%	N=38	1%	N=4	100%	N=329
Fire services	50%	N=181	44%	N=159	5%	N=19	0%	N=1	100%	N=360
Ambulance or emergency medical services	53%	N=182	43%	N=149	4%	N=14	0%	N=1	100%	N=346
Crime prevention	30%	N=107	53%	N=186	14%	N=51	2%	N=8	100%	N=351
Fire prevention and education	33%	N=99	48%	N=143	17%	N=50	2%	N=6	100%	N=298
Traffic enforcement	30%	N=110	49%	N=182	16%	N=61	5%	N=20	100%	N=372
Street repair	24%	N=99	42%	N=171	26%	N=107	8%	N=34	100%	N=411
Street cleaning	34%	N=136	45%	N=184	19%	N=79	2%	N=7	100%	N=406
Street lighting	27%	N=113	43%	N=179	20%	N=85	9%	N=38	100%	N=416
Snow removal	37%	N=157	41%	N=175	18%	N=79	3%	N=14	100%	N=425
Sidewalk maintenance	29%	N=106	44%	N=158	19%	N=70	8%	N=28	100%	N=363
Traffic signal timing	29%	N=117	52%	N=209	16%	N=65	3%	N=11	100%	N=402
Garbage collection	45%	N=178	47%	N=188	7%	N=28	1%	N=4	100%	N=398
Recycling	40%	N=145	41%	N=151	10%	N=37	9%	N=34	100%	N=367
Yard waste pick-up	32%	N=99	42%	N=130	19%	N=60	7%	N=22	100%	N=311
Storm drainage	23%	N=82	51%	N=182	20%	N=73	6%	N=21	100%	N=358
Drinking water	23%	N=82	44%	N=159	21%	N=76	13%	N=45	100%	N=362
Sewer services	27%	N=95	56%	N=202	14%	N=49	3%	N=11	100%	N=358
Utility billing	25%	N=97	47%	N=183	23%	N=90	4%	N=16	100%	N=386
Town parks	48%	N=198	45%	N=184	6%	N=26	1%	N=3	100%	N=412
Recreation programs or classes	26%	N=70	37%	N=98	30%	N=79	7%	N=18	100%	N=264
Recreation centers or facilities	30%	N=97	45%	N=145	19%	N=62	6%	N=18	100%	N=322
Land use, planning and zoning	15%	N=45	45%	N=134	32%	N=97	7%	N=22	100%	N=299
Code enforcement (weeds, abandoned buildings, etc.)	16%	N=51	50%	N=153	25%	N=77	9%	N=27	100%	N=308
Animal control	19%	N=59	52%	N=163	20%	N=62	9%	N=30	100%	N=315
Economic development	15%	N=48	30%	N=98	35%	N=117	20%	N=67	100%	N=331
Health services	17%	N=49	37%	N=110	38%	N=112	8%	N=24	100%	N=296
Public library services	46%	N=168	43%	N=157	10%	N=37	1%	N=2	100%	N=364
Yorktown open space	25%	N=86	51%	N=176	20%	N=69	4%	N=15	100%	N=346
Town-sponsored special events	20%	N=69	47%	N=163	29%	N=100	4%	N=14	100%	N=347
Overall customer service by Yorktown employees (police, receptionists, utility clerks, etc.)	37%	N=143	49%	N=188	12%	N=47	2%	N=6	100%	N=384

Table 11: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Total	
The Town of Yorktown	30%	N=122	55%	N=225	13%	N=54	2%	N=10	100%	N=411
The Federal Government	6%	N=23	33%	N=123	38%	N=143	23%	N=88	100%	N=378
The State of Indiana	6%	N=25	46%	N=178	38%	N=148	10%	N=38	100%	N=389

Table 12: Question 12

Please rate the following categories of Yorktown government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to Yorktown	17%	N=67	46%	N=181	31%	N=123	5%	N=20	100%	N=392
The overall direction that Yorktown is taking	15%	N=60	54%	N=216	24%	N=97	7%	N=29	100%	N=402
The job Yorktown government does at welcoming citizen involvement	14%	N=47	36%	N=121	34%	N=115	16%	N=53	100%	N=336
Overall confidence in Yorktown government	14%	N=55	40%	N=152	34%	N=128	12%	N=46	100%	N=381
Generally acting in the best interest of the community	17%	N=68	43%	N=170	29%	N=112	11%	N=42	100%	N=392
Being honest	17%	N=60	43%	N=148	28%	N=98	11%	N=38	100%	N=344
Treating all residents fairly	15%	N=54	42%	N=149	29%	N=101	14%	N=48	100%	N=353

Table 13: Question 13

Please rate how important, if at all, you think it is for the Yorktown community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall feeling of safety in Yorktown	56%	N=243	36%	N=155	8%	N=33	1%	N=3	100%	N=434
Overall ease of getting to the places you usually have to visit	26%	N=114	42%	N=180	28%	N=121	4%	N=17	100%	N=432
Quality of overall natural environment in Yorktown	26%	N=113	51%	N=220	21%	N=91	2%	N=7	100%	N=431
Overall "built environment" of Yorktown (including overall design, buildings, parks and transportation systems)	27%	N=115	45%	N=193	27%	N=116	1%	N=5	100%	N=429
Health and wellness opportunities in Yorktown	24%	N=105	45%	N=194	28%	N=121	2%	N=10	100%	N=430
Overall opportunities for education and enrichment	42%	N=182	40%	N=173	15%	N=66	2%	N=9	100%	N=430
Overall economic health of Yorktown	47%	N=203	43%	N=184	10%	N=41	0%	N=2	100%	N=430
Sense of community	35%	N=150	52%	N=222	13%	N=54	1%	N=4	100%	N=430

Table 14: Question 14

Please rate the importance of each of the following for the future of the Town:	Essential		Very important		Somewhat important		Not at all important		Total	
Attracting new business and industry	61%	N=262	30%	N=128	9%	N=39	1%	N=3	100%	N=433
Supporting and retaining existing businesses	64%	N=277	32%	N=139	4%	N=16	0%	N=1	100%	N=433
Job creation	51%	N=223	36%	N=154	12%	N=53	1%	N=3	100%	N=432
Increasing home ownership	31%	N=134	41%	N=175	25%	N=109	3%	N=12	100%	N=430
Improving the appearance of the Town	36%	N=154	39%	N=167	24%	N=102	2%	N=8	100%	N=431
Downtown residential development	27%	N=114	37%	N=157	30%	N=130	6%	N=27	100%	N=428
Downtown business development	50%	N=215	40%	N=171	9%	N=40	1%	N=6	100%	N=432
Improving bicycle and pedestrian access	31%	N=132	35%	N=152	27%	N=114	7%	N=31	100%	N=429
Improving public safety	35%	N=153	44%	N=192	19%	N=83	2%	N=7	100%	N=436

Table 15: Question 15

To what extent would you support or oppose prioritizing funding for each of the following identified town services/projects?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
Street Paving and Construction	53%	N=221	42%	N=173	3%	N=14	1%	N=5	100%	N=413
Parks, Recreation & Trails	52%	N=215	36%	N=151	8%	N=32	4%	N=17	100%	N=415
Downtown Redevelopment	42%	N=174	43%	N=178	13%	N=53	2%	N=9	100%	N=414
Town Facilities	27%	N=107	51%	N=203	18%	N=71	5%	N=18	100%	N=400
Emergency Response Vehicles (Fire trucks, etc.)	52%	N=213	35%	N=141	11%	N=46	2%	N=9	100%	N=410
Storm Water/Drainage Improvements	35%	N=138	52%	N=204	11%	N=44	2%	N=10	100%	N=397
Cleaning initiatives (i.e. litter cleanup, mowing, etc.)	36%	N=143	52%	N=208	10%	N=42	2%	N=9	100%	N=402
Community Marketing (efforts to impact perception of town image including business-friendly, family-friendly, town entries landscaping, signage, etc.)	33%	N=135	44%	N=181	15%	N=61	9%	N=35	100%	N=412

Table 16: Question 16

Please indicate to what extent you would support or oppose a tax increase to fund each of the following identified town services/projects?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Total	
Street Paving and Construction	21%	N=85	49%	N=201	19%	N=77	11%	N=47	100%	N=410
Parks, Recreation & Trails	25%	N=100	35%	N=142	24%	N=96	17%	N=70	100%	N=408
Downtown Redevelopment	21%	N=86	37%	N=151	27%	N=111	15%	N=60	100%	N=407
Town Facilities	12%	N=48	33%	N=132	33%	N=131	22%	N=87	100%	N=399
Emergency Response Vehicles (Fire trucks, etc.)	29%	N=119	39%	N=159	21%	N=86	11%	N=43	100%	N=407
Storm Water/Drainage Improvements	17%	N=65	39%	N=154	31%	N=120	13%	N=50	100%	N=389
Cleaning initiatives (i.e. litter cleanup, mowing, etc.)	13%	N=51	37%	N=147	33%	N=131	17%	N=67	100%	N=396
Community Marketing (efforts to impact perception of town image including business-friendly, family-friendly, town entries landscaping, signage, etc.)	15%	N=61	30%	N=119	31%	N=124	23%	N=89	100%	N=393

Table 17: Question 17

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the Town government and its activities, events and services:	Major source		Minor source		Not a source		Total	
Town website (yorktownindiana.org)	45%	N=185	35%	N=148	20%	N=84	100%	N=417
Yorktown e-mail blast / list serve	19%	N=79	34%	N=141	47%	N=193	100%	N=413
Television news	26%	N=108	38%	N=160	35%	N=148	100%	N=416
Newspapers	56%	N=235	33%	N=137	11%	N=47	100%	N=419
Radio	27%	N=111	48%	N=201	25%	N=102	100%	N=414
Facebook	35%	N=146	31%	N=127	34%	N=141	100%	N=414
Twitter	15%	N=61	31%	N=127	54%	N=222	100%	N=410

Table 18: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	16%	N=69	7%	N=29	17%	N=73	18%	N=78	43%	N=190	100%	N=439
Purchase goods or services from a business located in Yorktown	2%	N=9	18%	N=77	52%	N=226	23%	N=100	6%	N=26	100%	N=438
Eat at least 5 portions of fruits and vegetables a day	4%	N=19	19%	N=82	44%	N=193	22%	N=97	10%	N=43	100%	N=434
Participate in moderate or vigorous physical activity	3%	N=12	14%	N=62	39%	N=171	29%	N=126	15%	N=64	100%	N=434
Read or watch local news (via television, paper, computer, etc.)	1%	N=3	9%	N=37	12%	N=54	35%	N=151	44%	N=192	100%	N=436
Vote in local elections	7%	N=28	7%	N=30	9%	N=39	20%	N=89	57%	N=248	100%	N=435

Table 19: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	15%	N=66
Very good	44%	N=190
Good	32%	N=140
Fair	6%	N=28
Poor	3%	N=11
Total	100%	N=436

Table 20: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	4%	N=19
Somewhat positive	27%	N=116
Neutral	52%	N=226
Somewhat negative	15%	N=66
Very negative	2%	N=7
Total	100%	N=434

Table 21: Question D4

What is your employment status?	Percent	Number
Working full time for pay	60%	N=259
Working part time for pay	11%	N=48
Unemployed, looking for paid work	2%	N=8
Unemployed, not looking for paid work	3%	N=15
Fully retired	24%	N=105
Total	100%	N=435

Table 22: Question D5

Do you work inside the boundaries of Yorktown?	Percent	Number
Yes, outside the home	19%	N=78
Yes, from home	6%	N=25
No	76%	N=320
Total	100%	N=423

Table 23: Question D6

How many years have you lived in Yorktown?	Percent	Number
Less than 2 years	7%	N=32
2 to 5 years	14%	N=62
6 to 10 years	14%	N=59
11 to 20 years	20%	N=85
More than 20 years	45%	N=197
Total	100%	N=436

Table 24: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	89%	N=387
Building with two or more homes (duplex, townhome, apartment or condominium)	10%	N=43
Mobile home	1%	N=3
Other	1%	N=3
Total	100%	N=436

Table 25: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	18%	N=79
Owned	82%	N=355
Total	100%	N=434

Table 26: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than $300 per month	9%	N=38
$300 to $599 per month	25%	N=104
$600 to $999 per month	33%	N=139
$1,000 to $1,499 per month	18%	N=76
$1,500 to $2,499 per month	9%	N=39
$2,500 or more per month	5%	N=20
Total	100%	N=416

Table 27: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	56%	N=246
Yes	44%	N=190
Total	100%	N=436

Table 28: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	69%	N=302
Yes	31%	N=133
Total	100%	N=435

Table 29: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than $25,000	11%	N=46
$25,000 to $49,999	24%	N=99
$50,000 to $99,999	36%	N=148
$100,000 to $149,999	17%	N=68
$150,000 or more	13%	N=52
Total	100%	N=414

Table 30: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	99%	N=426
Yes, I consider myself to be Spanish, Hispanic or Latino	1%	N=5
Total	100%	N=431

Table 31: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=4
Asian, Asian Indian or Pacific Islander	1%	N=4
Black or African American	1%	N=5
White	97%	N=421
Other	2%	N=7

Total may exceed 100% as respondents could select more than one option.

Table 32: Question D15

In which category is your age?	Percent	Number
18 to 24 years	1%	N=4
25 to 34 years	21%	N=92
35 to 44 years	19%	N=82
45 to 54 years	19%	N=82
55 to 64 years	15%	N=63
65 to 74 years	15%	N=67
75 years or older	10%	N=45
Total	100%	N=436

Table 33: Question D16

What is your sex?	Percent	Number
Female	53%	N=230
Male	47%	N=201
Total	100%	N=430

Table 34: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	61%	N=266
Land line	19%	N=83
Both	20%	N=89
Total	100%	N=437

Responses including "don't know"

The following pages contain a complete set of responses to each question on the survey, including the "don't know" responses. The percent of respondents giving a particular response is shown followed by the number of respondents (denoted with "N=").

Table 35: Question 1

Please rate each of the following aspects of quality of life in Yorktown:	Excellent		Good		Fair		Poor		Don't know		Total	
Yorktown as a place to live	40%	N=177	56%	N=248	2%	N=11	1%	N=5	0%	N=1	100%	N=441
Your neighborhood as a place to live	46%	N=201	42%	N=182	11%	N=49	1%	N=6	0%	N=0	100%	N=437
Yorktown as a place to raise children	48%	N=211	42%	N=185	3%	N=12	1%	N=6	5%	N=22	100%	N=437
Yorktown as a place to work	12%	N=53	18%	N=79	21%	N=89	20%	N=88	28%	N=122	100%	N=431
Yorktown as a place to visit	15%	N=63	28%	N=120	38%	N=165	14%	N=63	5%	N=23	100%	N=434
Yorktown as a place to retire	22%	N=96	34%	N=146	24%	N=104	10%	N=43	10%	N=44	100%	N=433
The overall quality of life in Yorktown	28%	N=121	59%	N=260	11%	N=49	1%	N=6	1%	N=3	100%	N=438

Table 36: Question 2

Please rate each of the following characteristics as they relate to Yorktown as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Yorktown	46%	N=204	48%	N=212	5%	N=22	0%	N=2	0%	N=0	100%	N=440
Overall ease of getting to the places you usually have to visit	45%	N=197	46%	N=204	8%	N=34	1%	N=5	0%	N=0	100%	N=440
Quality of overall natural environment in Yorktown	32%	N=141	56%	N=243	11%	N=47	0%	N=2	0%	N=1	100%	N=434
Overall "built environment" of Yorktown (including overall design, buildings, parks and transportation systems)	19%	N=83	45%	N=196	31%	N=137	4%	N=18	1%	N=4	100%	N=439
Health and wellness opportunities in Yorktown	24%	N=103	49%	N=215	20%	N=88	2%	N=10	4%	N=20	100%	N=436
Overall opportunities for education and enrichment	33%	N=142	39%	N=169	18%	N=80	5%	N=22	5%	N=22	100%	N=436
Overall economic health of Yorktown	12%	N=52	46%	N=204	29%	N=128	7%	N=31	6%	N=24	100%	N=438
Sense of community	20%	N=86	50%	N=216	24%	N=106	5%	N=22	1%	N=4	100%	N=434
Overall image or reputation of Yorktown	24%	N=104	60%	N=261	11%	N=50	3%	N=15	1%	N=6	100%	N=436

Table 37: Question 3

Please indicate how likely or unlikely you are to do each of the following:	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Don't know		Total	
Recommend living in Yorktown to someone who asks	61%	N=266	35%	N=153	2%	N=10	2%	N=7	0%	N=2	100%	N=437
Remain in Yorktown for the next five years	69%	N=302	19%	N=84	5%	N=22	4%	N=16	3%	N=13	100%	N=438

Table 38: Question 4

Please rate how safe or unsafe you feel:	Very safe		Somewhat safe		Neither safe nor unsafe		Somewhat unsafe		Very unsafe		Don't know		Total	
In your neighborhood during the day	84%	N=371	14%	N=60	1%	N=5	1%	N=3	0%	N=0	0%	N=0	100%	N=439
In Yorktown's downtown/commercial area during the day	79%	N=343	18%	N=78	1%	N=6	0%	N=0	0%	N=1	2%	N=9	100%	N=437
In your neighborhood at night	59%	N=255	35%	N=151	5%	N=21	2%	N=8	0%	N=1	0%	N=0	100%	N=436
In Yorktown's downtown/commercial area at night	42%	N=183	42%	N=183	9%	N=37	1%	N=4	0%	N=1	6%	N=28	100%	N=436

Table 39: Question 5

Please rate each of the following characteristics as they relate to Yorktown as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Traffic flow on major streets	35%	N=151	53%	N=233	11%	N=49	1%	N=5	0%	N=0	100%	N=438
Ease of public parking	22%	N=98	43%	N=189	25%	N=111	6%	N=28	3%	N=12	100%	N=438
Ease of travel by car in Yorktown	39%	N=173	54%	N=236	7%	N=29	0%	N=2	0%	N=1	100%	N=440
Ease of travel by bicycle in Yorktown	21%	N=93	40%	N=175	18%	N=78	4%	N=19	16%	N=70	100%	N=435
Ease of walking in Yorktown	35%	N=150	47%	N=203	11%	N=49	3%	N=13	4%	N=19	100%	N=435
Availability of paths and walking trails	38%	N=165	39%	N=169	15%	N=67	4%	N=18	4%	N=18	100%	N=437
Air quality	38%	N=166	53%	N=230	4%	N=19	1%	N=5	3%	N=15	100%	N=435
Cleanliness of Yorktown	38%	N=166	53%	N=234	9%	N=37	0%	N=2	0%	N=1	100%	N=440
Overall appearance of Yorktown	30%	N=131	54%	N=236	14%	N=62	1%	N=4	0%	N=1	100%	N=435
Public places where people want to spend time	19%	N=84	44%	N=190	28%	N=122	7%	N=32	1%	N=6	100%	N=434
Variety of housing options	16%	N=70	45%	N=198	25%	N=107	7%	N=31	7%	N=29	100%	N=435
Availability of affordable quality housing	13%	N=58	42%	N=180	26%	N=112	9%	N=40	10%	N=43	100%	N=433
Fitness opportunities (including exercise classes and paths or trails, etc.)	35%	N=155	45%	N=195	15%	N=64	2%	N=10	3%	N=13	100%	N=437
Recreational opportunities	24%	N=103	43%	N=186	23%	N=97	6%	N=24	4%	N=18	100%	N=428
Availability of affordable quality food	9%	N=39	27%	N=119	33%	N=143	30%	N=131	2%	N=7	100%	N=438
Availability of affordable quality health care	9%	N=40	30%	N=132	36%	N=154	8%	N=37	16%	N=71	100%	N=435
Availability of preventive health services	10%	N=42	28%	N=122	28%	N=120	13%	N=58	22%	N=94	100%	N=437
Availability of affordable quality mental health care	5%	N=24	15%	N=65	21%	N=91	21%	N=90	37%	N=161	100%	N=431

Table 40: Question 6

Please rate each of the following characteristics as they relate to Yorktown as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Availability of affordable quality child care/preschool	11%	N=45	24%	N=104	18%	N=79	6%	N=25	41%	N=178	100%	N=432
K-12 education	51%	N=220	32%	N=136	7%	N=29	0%	N=1	11%	N=46	100%	N=432
Adult educational opportunities	5%	N=22	15%	N=65	25%	N=107	18%	N=78	37%	N=159	100%	N=431
Opportunities to attend cultural/arts/music activities	7%	N=29	16%	N=68	34%	N=146	27%	N=116	17%	N=72	100%	N=431
Opportunities to participate in religious or spiritual events and activities	21%	N=90	38%	N=162	22%	N=96	3%	N=12	16%	N=69	100%	N=429
Employment opportunities	2%	N=10	9%	N=40	27%	N=115	41%	N=176	21%	N=89	100%	N=430
Shopping opportunities	1%	N=5	10%	N=43	31%	N=133	56%	N=241	1%	N=6	100%	N=428
Cost of living in Yorktown	14%	N=61	43%	N=186	34%	N=148	7%	N=29	1%	N=6	100%	N=430
Overall quality of business and service establishments in Yorktown	6%	N=28	35%	N=152	43%	N=187	12%	N=52	3%	N=13	100%	N=431
Vibrant downtown/commercial area	4%	N=19	15%	N=63	46%	N=195	33%	N=142	2%	N=10	100%	N=429
Overall quality of new development in Yorktown	6%	N=25	27%	N=115	39%	N=166	20%	N=84	8%	N=34	100%	N=424
Opportunities to participate in social events and activities	10%	N=42	32%	N=137	40%	N=171	10%	N=42	9%	N=39	100%	N=432
Opportunities to volunteer	10%	N=42	25%	N=110	30%	N=129	8%	N=36	27%	N=115	100%	N=432
Opportunities to participate in community matters	10%	N=42	33%	N=139	31%	N=132	8%	N=34	18%	N=76	100%	N=423
Openness and acceptance of the community toward people of diverse backgrounds	9%	N=37	30%	N=130	30%	N=130	15%	N=63	16%	N=68	100%	N=427
Neighborliness of residents in Yorktown	17%	N=75	48%	N=204	26%	N=111	5%	N=24	3%	N=15	100%	N=429

Table 41: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
Made efforts to conserve water	27%	N=118	73%	N=315	100%	N=433
Made efforts to make your home more energy efficient	16%	N=70	84%	N=367	100%	N=437
Reported a code violation or other hazard in Yorktown	87%	N=375	13%	N=58	100%	N=433
Household member was a victim of a crime in Yorktown	90%	N=393	10%	N=42	100%	N=435
Reported a crime to the police in Yorktown	82%	N=357	18%	N=79	100%	N=436
Stocked supplies in preparation for an emergency	54%	N=235	46%	N=200	100%	N=435
Campaigned or advocated for an issue, cause or candidate	80%	N=348	20%	N=86	100%	N=434
Contacted the Town of Yorktown (in-person, phone, email or web) for help or information	58%	N=252	42%	N=184	100%	N=436
Contacted Yorktown elected officials (in-person, phone, email or web) to express your opinion	79%	N=344	21%	N=91	100%	N=435

Table 42: Question 8

In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Yorktown?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Yorktown recreation centers or their services	20%	N=86	21%	N=90	29%	N=124	31%	N=134	100%	N=435
Visited a neighborhood park or Town park	15%	N=67	35%	N=153	37%	N=163	12%	N=54	100%	N=437
Used Yorktown public libraries or their services	11%	N=46	22%	N=95	27%	N=116	40%	N=170	100%	N=428
Participated in religious or spiritual activities in Yorktown	7%	N=30	9%	N=39	14%	N=59	71%	N=304	100%	N=431
Attended a Town-sponsored event	4%	N=18	3%	N=12	47%	N=201	46%	N=199	100%	N=430
Walked or biked instead of driving	10%	N=44	18%	N=79	26%	N=112	46%	N=197	100%	N=432
Volunteered your time to some group/activity in Yorktown	7%	N=29	7%	N=30	16%	N=69	70%	N=304	100%	N=432
Participated in a club in Yorktown	4%	N=16	7%	N=31	11%	N=48	78%	N=335	100%	N=430
Talked to or visited with your immediate neighbors	35%	N=154	34%	N=149	24%	N=105	6%	N=28	100%	N=437
Done a favor for a neighbor	17%	N=73	28%	N=122	42%	N=185	13%	N=57	100%	N=436

Table 43: Question 9

Thinking about local public meetings (of local elected officials like Town Council or County Commissioners, advisory boards, town halls, HOA, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or watched a local public meeting?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Attended a local public meeting	0%	N=2	4%	N=15	19%	N=82	77%	N=337	100%	N=437
Spoke at a local public meeting	0%	N=2	1%	N=6	8%	N=33	91%	N=396	100%	N=437

Table 44: Question 10

Please rate the quality of each of the following services in Yorktown:	Excellent		Good		Fair		Poor		Don't know		Total	
Police services	39%	N=167	45%	N=195	8%	N=36	1%	N=3	7%	N=29	100%	N=430
Sheriff services	28%	N=120	39%	N=167	9%	N=38	1%	N=4	22%	N=95	100%	N=424
Fire services	42%	N=181	37%	N=159	4%	N=19	0%	N=1	16%	N=70	100%	N=431
Ambulance or emergency medical services	42%	N=182	35%	N=149	3%	N=14	0%	N=1	20%	N=85	100%	N=431
Crime prevention	25%	N=107	43%	N=186	12%	N=51	2%	N=8	18%	N=76	100%	N=428
Fire prevention and education	23%	N=99	34%	N=143	12%	N=50	1%	N=6	30%	N=127	100%	N=425
Traffic enforcement	26%	N=110	43%	N=182	14%	N=61	5%	N=20	12%	N=53	100%	N=425
Street repair	23%	N=99	40%	N=171	25%	N=107	8%	N=34	3%	N=14	100%	N=425
Street cleaning	32%	N=136	43%	N=184	19%	N=79	2%	N=7	5%	N=20	100%	N=427
Street lighting	27%	N=113	42%	N=179	20%	N=85	9%	N=38	2%	N=10	100%	N=425
Snow removal	37%	N=157	41%	N=175	18%	N=79	3%	N=14	1%	N=3	100%	N=428
Sidewalk maintenance	25%	N=106	37%	N=158	16%	N=70	7%	N=28	15%	N=64	100%	N=427
Traffic signal timing	28%	N=117	49%	N=209	15%	N=65	3%	N=11	5%	N=22	100%	N=424
Garbage collection	42%	N=178	44%	N=188	7%	N=28	1%	N=4	7%	N=28	100%	N=427
Recycling	34%	N=145	35%	N=151	9%	N=37	8%	N=34	15%	N=62	100%	N=430
Yard waste pick-up	23%	N=99	31%	N=130	14%	N=60	5%	N=22	26%	N=112	100%	N=423
Storm drainage	19%	N=82	43%	N=182	17%	N=73	5%	N=21	15%	N=65	100%	N=423
Drinking water	19%	N=82	38%	N=159	18%	N=76	11%	N=45	15%	N=62	100%	N=424
Sewer services	23%	N=95	48%	N=202	12%	N=49	3%	N=11	15%	N=65	100%	N=423
Utility billing	23%	N=97	43%	N=183	21%	N=90	4%	N=16	9%	N=36	100%	N=422
Town parks	47%	N=198	43%	N=184	6%	N=26	1%	N=3	3%	N=12	100%	N=424
Recreation programs or classes	17%	N=70	23%	N=98	19%	N=79	4%	N=18	37%	N=158	100%	N=422
Recreation centers or facilities	23%	N=97	34%	N=145	15%	N=62	4%	N=18	24%	N=100	100%	N=423
Land use, planning and zoning	11%	N=45	32%	N=134	23%	N=97	5%	N=22	28%	N=119	100%	N=418
Code enforcement (weeds, abandoned buildings, etc.)	12%	N=51	36%	N=153	18%	N=77	6%	N=27	27%	N=115	100%	N=423
Animal control	14%	N=59	39%	N=163	15%	N=62	7%	N=30	25%	N=107	100%	N=422
Economic development	11%	N=48	23%	N=98	28%	N=117	16%	N=67	21%	N=89	100%	N=420
Health services	12%	N=49	27%	N=110	27%	N=112	6%	N=24	29%	N=119	100%	N=415
Public library services	40%	N=168	37%	N=157	9%	N=37	0%	N=2	14%	N=60	100%	N=424
Yorktown open space	20%	N=86	42%	N=176	16%	N=69	3%	N=15	18%	N=76	100%	N=422
Town-sponsored special events	17%	N=69	39%	N=163	24%	N=100	3%	N=14	17%	N=69	100%	N=416
Overall customer service by Yorktown employees (police, receptionists, utility clerks, etc.)	34%	N=143	45%	N=188	11%	N=47	2%	N=6	8%	N=32	100%	N=416

Table 45: Question 11

Overall, how would you rate the quality of the services provided by each of the following?	Excellent		Good		Fair		Poor		Don't know		Total	
The Town of Yorktown	28%	N=122	52%	N=225	13%	N=54	2%	N=10	4%	N=18	100%	N=429
The Federal Government	5%	N=23	29%	N=123	34%	N=143	21%	N=88	11%	N=47	100%	N=425
The State of Indiana	6%	N=25	42%	N=178	35%	N=148	9%	N=38	8%	N=36	100%	N=425

Table 46: Question 12

Please rate the following categories of Yorktown government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to Yorktown	16%	N=67	42%	N=181	29%	N=123	5%	N=20	8%	N=36	100%	N=428
The overall direction that Yorktown is taking	14%	N=60	51%	N=216	23%	N=97	7%	N=29	5%	N=23	100%	N=425
The job Yorktown government does at welcoming citizen involvement	11%	N=47	29%	N=121	27%	N=115	13%	N=53	21%	N=88	100%	N=423
Overall confidence in Yorktown government	13%	N=55	36%	N=152	30%	N=128	11%	N=46	11%	N=45	100%	N=426
Generally acting in the best interest of the community	16%	N=68	40%	N=170	26%	N=112	10%	N=42	8%	N=32	100%	N=424
Being honest	14%	N=60	35%	N=148	23%	N=98	9%	N=38	19%	N=82	100%	N=426
Treating all residents fairly	13%	N=54	35%	N=149	24%	N=101	11%	N=48	17%	N=74	100%	N=427

Table 47: Question 13

Please rate how important, if at all, you think it is for the Yorktown community to focus on each of the following in the coming two years:	Essential		Very important		Somewhat important		Not at all important		Total	
Overall ease of getting to the places you usually have to visit	26%	N=114	42%	N=180	28%	N=121	4%	N=17	100%	N=432
Quality of overall natural environment in Yorktown	26%	N=113	51%	N=220	21%	N=91	2%	N=7	100%	N=431
Overall "built environment" of Yorktown (including overall design, buildings, parks and transportation systems)	27%	N=115	45%	N=193	27%	N=116	1%	N=5	100%	N=429
Health and wellness opportunities in Yorktown	24%	N=105	45%	N=194	28%	N=121	2%	N=10	100%	N=430
Overall opportunities for education and enrichment	42%	N=182	40%	N=173	15%	N=66	2%	N=9	100%	N=430
Overall economic health of Yorktown	47%	N=203	43%	N=184	10%	N=41	0%	N=2	100%	N=430
Sense of community	35%	N=150	52%	N=222	13%	N=54	1%	N=4	100%	N=430

Table 48: Question 14

Please rate the importance of each of the following for the future of the Town:	Essential		Very important		Somewhat important		Not at all important		Total	
Attracting new business and industry	61%	N=262	30%	N=128	9%	N=39	1%	N=3	100%	N=433
Supporting and retaining existing businesses	64%	N=277	32%	N=139	4%	N=16	0%	N=1	100%	N=433
Job creation	51%	N=223	36%	N=154	12%	N=53	1%	N=3	100%	N=432
Increasing home ownership	31%	N=134	41%	N=175	25%	N=109	3%	N=12	100%	N=430
Improving the appearance of the Town	36%	N=154	39%	N=167	24%	N=102	2%	N=8	100%	N=431
Downtown residential development	27%	N=114	37%	N=157	30%	N=130	6%	N=27	100%	N=428
Downtown business development	50%	N=215	40%	N=171	9%	N=40	1%	N=6	100%	N=432
Improving bicycle and pedestrian access	31%	N=132	35%	N=152	27%	N=114	7%	N=31	100%	N=429
Improving public safety	35%	N=153	44%	N=192	19%	N=83	2%	N=7	100%	N=436

Table 49: Question 15

To what extent would you support or oppose prioritizing funding for each of the following identified town services/projects?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
Street Paving and Construction	52%	N=221	40%	N=173	3%	N=14	1%	N=5	4%	N=15	100%	N=428
Parks, Recreation & Trails	50%	N=215	35%	N=151	7%	N=32	4%	N=17	3%	N=12	100%	N=428
Downtown Redevelopment	41%	N=174	42%	N=178	12%	N=53	2%	N=9	3%	N=11	100%	N=425
Town Facilities	25%	N=107	48%	N=203	17%	N=71	4%	N=18	6%	N=25	100%	N=425
Emergency Response Vehicles (Fire trucks, etc.)	50%	N=213	33%	N=141	11%	N=46	2%	N=9	4%	N=15	100%	N=425
Storm Water/Drainage Improvements	32%	N=138	48%	N=204	10%	N=44	2%	N=10	7%	N=29	100%	N=426
Cleaning initiatives (i.e. litter cleanup, mowing, etc.)	34%	N=143	49%	N=208	10%	N=42	2%	N=9	5%	N=21	100%	N=424
Community Marketing (efforts to impact perception of town image including business-friendly, family-friendly, town entries landscaping, signage, etc.)	32%	N=135	42%	N=181	14%	N=61	8%	N=35	3%	N=14	100%	N=426

Table 50: Question 16

Please indicate to what extent you would support or oppose a tax increase to fund each of the following identified town services/projects?	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know		Total	
Street Paving and Construction	20%	N=85	47%	N=201	18%	N=77	11%	N=47	4%	N=16	100%	N=425
Parks, Recreation & Trails	24%	N=100	33%	N=142	23%	N=96	16%	N=70	4%	N=18	100%	N=426
Downtown Redevelopment	20%	N=86	36%	N=151	26%	N=111	14%	N=60	4%	N=18	100%	N=425
Town Facilities	11%	N=48	31%	N=132	31%	N=131	20%	N=87	6%	N=27	100%	N=425
Emergency Response Vehicles (Fire trucks, etc.)	28%	N=119	37%	N=159	20%	N=86	10%	N=43	5%	N=20	100%	N=428
Storm Water/Drainage Improvements	15%	N=65	36%	N=154	28%	N=120	12%	N=50	8%	N=33	100%	N=423
Cleaning initiatives (i.e. litter cleanup, mowing, etc.)	12%	N=51	35%	N=147	31%	N=131	16%	N=67	6%	N=26	100%	N=422
Community Marketing (efforts to impact perception of town image including business-friendly, family-friendly, town entries landscaping, signage, etc.)	15%	N=61	29%	N=119	30%	N=124	21%	N=89	6%	N=24	100%	N=417

Table 51: Question 17

Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the Town government and its activities, events and services:	Major source		Minor source		Not a source		Total	
Town website (yorktownindiana.org)	45%	N=185	35%	N=148	20%	N=84	100%	N=417
Yorktown e-mail blast / list serve	19%	N=79	34%	N=141	47%	N=193	100%	N=413
Television news	26%	N=108	38%	N=160	35%	N=148	100%	N=416
Newspapers	56%	N=235	33%	N=137	11%	N=47	100%	N=419
Radio	27%	N=111	48%	N=201	25%	N=102	100%	N=414
Facebook	35%	N=146	31%	N=127	34%	N=141	100%	N=414
Twitter	15%	N=61	31%	N=127	54%	N=222	100%	N=410

Table 52: Question D1

How often, if at all, do you do each of the following, considering all of the times you could?	Never		Rarely		Sometimes		Usually		Always		Total	
Recycle at home	16%	N=69	7%	N=29	17%	N=73	18%	N=78	43%	N=190	100%	N=439
Purchase goods or services from a business located in Yorktown	2%	N=9	18%	N=77	52%	N=226	23%	N=100	6%	N=26	100%	N=438
Eat at least 5 portions of fruits and vegetables a day	4%	N=19	19%	N=82	44%	N=193	22%	N=97	10%	N=43	100%	N=434
Participate in moderate or vigorous physical activity	3%	N=12	14%	N=62	39%	N=171	29%	N=126	15%	N=64	100%	N=434
Read or watch local news (via television, paper, computer, etc.)	1%	N=3	9%	N=37	12%	N=54	35%	N=151	44%	N=192	100%	N=436
Vote in local elections	7%	N=28	7%	N=30	9%	N=39	20%	N=89	57%	N=248	100%	N=435

Table 53: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	15%	N=66
Very good	44%	N=190
Good	32%	N=140
Fair	6%	N=28
Poor	3%	N=11
Total	100%	N=436

Table 54: Question D3

What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	Percent	Number
Very positive	4%	N=19
Somewhat positive	27%	N=116
Neutral	52%	N=226
Somewhat negative	15%	N=66
Very negative	2%	N=7
Total	100%	N=434

Table 55: Question D4

What is your employment status?	Percent	Number
Working full time for pay	60%	N=259
Working part time for pay	11%	N=48
Unemployed, looking for paid work	2%	N=8
Unemployed, not looking for paid work	3%	N=15
Fully retired	24%	N=105
Total	100%	N=435

Table 56: Question D5

Do you work inside the boundaries of Yorktown?	Percent	Number
Yes, outside the home	19%	N=78
Yes, from home	6%	N=25
No	76%	N=320
Total	100%	N=423

Table 57: Question D6

How many years have you lived in Yorktown?	Percent	Number
Less than 2 years	7%	N=32
2 to 5 years	14%	N=62
6 to 10 years	14%	N=59
11 to 20 years	20%	N=85
More than 20 years	45%	N=197
Total	100%	N=436

Table 58: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	89%	N=387
Building with two or more homes (duplex, townhome, apartment or condominium)	10%	N=43
Mobile home	1%	N=3
Other	1%	N=3
Total	100%	N=436

Table 59: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	18%	N=79
Owned	82%	N=355
Total	100%	N=434

Table 60: Question D9

About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?	Percent	Number
Less than $300 per month	9%	N=38
$300 to $599 per month	25%	N=104
$600 to $999 per month	33%	N=139
$1,000 to $1,499 per month	18%	N=76
$1,500 to $2,499 per month	9%	N=39
$2,500 or more per month	5%	N=20
Total	100%	N=416

Table 61: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	56%	N=246
Yes	44%	N=190
Total	100%	N=436

Table 62: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	69%	N=302
Yes	31%	N=133
Total	100%	N=435

Table 63: Question D12

How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)	Percent	Number
Less than $25,000	11%	N=46
$25,000 to $49,999	24%	N=99
$50,000 to $99,999	36%	N=148
$100,000 to $149,999	17%	N=68
$150,000 or more	13%	N=52
Total	100%	N=414

Table 64: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	99%	N=426
Yes, I consider myself to be Spanish, Hispanic or Latino	1%	N=5
Total	100%	N=431

Table 65: Question D14

What is your race? (Mark one or more races to indicate what race(s) you consider yourself to be.)	Percent	Number
American Indian or Alaskan Native	1%	N=4
Asian, Asian Indian or Pacific Islander	1%	N=4
Black or African American	1%	N=5
White	97%	N=421
Other	2%	N=7

Total may exceed 100% as respondents could select more than one option.

Table 66: Question D15

In which category is your age?	Percent	Number
18 to 24 years	1%	N=4
25 to 34 years	21%	N=92
35 to 44 years	19%	N=82
45 to 54 years	19%	N=82
55 to 64 years	15%	N=63
65 to 74 years	15%	N=67
75 years or older	10%	N=45
Total	100%	N=436

Table 67: Question D16

What is your sex?	Percent	Number
Female	53%	N=230
Male	47%	N=201
Total	100%	N=430

Table 68: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	61%	N=266
Land line	19%	N=83
Both	20%	N=89
Total	100%	N=437

Appendix B: Benchmark Comparisons

Comparison Data

NRC's database of comparative resident opinion is comprised of resident perspectives gathered in surveys from over 500 communities whose residents evaluated the same kinds of topics on The National Citizen Survey™. The comparison evaluations are from the most recent survey completed in each community; most communities conduct surveys every year or in alternating years. NRC adds the latest results quickly upon survey completion, keeping the benchmark data fresh and relevant. The communities in the database represent a wide geographic and population range. The Town of Yorktown chose to have comparisons made to the entire database.

Interpreting the Results

Ratings are compared when there are at least five communities in which a similar question was asked. Where comparisons are available, four columns are provided in the table. The first column is Yorktown's "percent positive." The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," "essential" and "very important," etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating "yes" or participating in an activity at least once a month. The second column is the rank assigned to Yorktown's rating among communities where a similar question was asked. The third column is the number of communities that asked a similar question. The final column shows the comparison of Yorktown's rating to the benchmark.

In that final column, Yorktown's results are noted as being "higher" than the benchmark, "lower" than the benchmark or "similar" to the benchmark, meaning that the average rating given by Yorktown residents is statistically similar to or different (greater or lesser) than the benchmark. More extreme differences are noted as "much higher" or "much lower."

Benchmark Database Characteristics	
Region	Percent
New England	3%
Middle Atlantic	5%
East North Central	15%
West North Central	13%
South Atlantic	22%
East South Central	3%
West South Central	7%
Mountain	16%
Pacific	16%
Population	Percent
Less than 10,000	10%
10,000 to 24,999	22%
25,000 to 49,999	23%
50,000 to 99,999	22%
100,000 or more	23%

National Benchmark Comparisons

Table 69: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Yorktown	88%	179	394	Similar
Overall image or reputation of Yorktown	85%	113	302	Similar
Yorktown as a place to live	97%	121	342	Similar
Your neighborhood as a place to live	88%	75	265	Similar
Yorktown as a place to raise children	96%	68	333	Higher
Yorktown as a place to retire	62%	179	316	Similar
Overall appearance of Yorktown	85%	75	312	Similar

Table 70: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Overall feeling of safety in Yorktown	95%	44	186	Higher
	In your neighborhood during the day	98%	25	304	Similar
	In Yorktown's downtown/commercial area during the day	99%	27	259	Similar
Mobility	Overall ease of getting to the places you usually have to visit	91%	5	97	Higher
	Availability of paths and walking trails	80%	37	260	Higher
	Ease of walking in Yorktown	85%	32	251	Higher
	Ease of travel by bicycle in Yorktown	73%	40	259	Higher
	Ease of travel by car in Yorktown	93%	5	256	Higher
	Ease of public parking	67%	18	76	Higher
	Traffic flow on major streets	88%	2	295	Much higher
Natural Environment	Quality of overall natural environment in Yorktown	89%	59	240	Similar
	Cleanliness of Yorktown	91%	41	228	Higher
	Air quality	94%	24	218	Higher
Built Environment	Overall "built environment" of Yorktown (including overall design, buildings, parks and transportation systems)	64%	40	93	Similar
	Overall quality of new development in Yorktown	36%	226	245	Lower
	Availability of affordable quality housing	61%	48	259	Similar
	Variety of housing options	66%	76	234	Similar
	Public places where people want to spend time	64%	44	87	Similar
Economy	Overall economic health of Yorktown	62%	56	97	Similar
	Vibrant downtown/commercial area	20%	75	85	Lower
	Overall quality of business and service establishments in Yorktown	43%	195	228	Lower
	Cost of living in Yorktown	58%	11	91	Higher
	Shopping opportunities	11%	246	250	Much lower
	Employment opportunities	15%	248	268	Lower
	Yorktown as a place to visit	45%	81	106	Lower
	Yorktown as a place to work	43%	260	311	Lower
Recreation and Wellness	Health and wellness opportunities in Yorktown	76%	38	93	Similar
	Availability of affordable quality mental health care	33%	70	80	Lower
	Availability of preventive health services	48%	155	189	Similar
	Availability of affordable quality health care	47%	143	221	Similar
	Availability of affordable quality food	37%	187	189	Much lower
	Recreational opportunities	70%	108	263	Similar
	Fitness opportunities (including exercise classes and paths or trails, etc.)	83%	21	91	Similar

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Education and Enrichment	Overall opportunities for education and enrichment	75%	37	92	Similar
	Opportunities to participate in religious or spiritual events and activities	70%	122	176	Similar
	Opportunities to attend cultural/arts/music activities	27%	235	253	Lower
	Adult educational opportunities	32%	79	83	Lower
	K-12 education	92%	16	221	Much higher
	Availability of affordable quality child care/preschool	59%	54	219	Similar
Community Engagement	Opportunities to participate in social events and activities	46%	168	215	Similar
	Neighborliness of Yorktown	67%	30	87	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	46%	213	247	Lower
	Opportunities to participate in community matters	52%	168	229	Similar
	Opportunities to volunteer	48%	214	226	Lower

Table 71: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the Town of Yorktown	84%	73	381	Similar
Overall customer service by Yorktown employees (police, receptionists, planners, etc.)	86%	58	319	Similar
Value of services for the taxes paid to Yorktown	63%	69	355	Similar
Overall direction that Yorktown is taking	69%	78	280	Similar
Job Yorktown government does at welcoming citizen involvement	50%	136	268	Similar
Overall confidence in Yorktown government	54%	42	93	Similar
Generally acting in the best interest of the community	61%	33	92	Similar
Being honest	60%	37	90	Similar
Treating all residents fairly	58%	40	91	Similar
Services provided by the Federal Government	39%	118	213	Similar

Table 72: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police/Sheriff services	90%	59	375	Similar
	Fire services	94%	87	310	Similar
	Ambulance or emergency medical services	96%	59	302	Similar
	Crime prevention	83%	57	305	Higher
	Fire prevention and education	81%	86	251	Similar
	Animal control	71%	107	286	Similar
	Traffic enforcement	78%	24	329	Similar
Mobility	Street repair	66%	56	378	Higher
	Street cleaning	79%	17	265	Higher
	Street lighting	70%	41	267	Similar
	Snow removal	78%	23	254	Higher
	Sidewalk maintenance	73%	17	269	Higher
	Traffic signal timing	81%	1	215	Much higher
Natural Environment	Garbage collection	92%	43	304	Similar
	Recycling	81%	162	314	Similar
	Yard waste pick-up	74%	115	226	Similar
	Drinking water	67%	195	291	Similar
	Yorktown open space	76%	26	94	Similar

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Storm drainage	74%	69	314	Similar
	Sewer services	83%	95	276	Similar
	Utility billing	73%	28	83	Similar
	Land use, planning and zoning	60%	44	254	Similar
Built Environment	Code enforcement (weeds, abandoned buildings, etc.)	66%	59	315	Higher
Economy	Economic development	44%	141	244	Similar
	Town parks	93%	33	278	Similar
	Recreation programs or classes	63%	175	283	Similar
Recreation and Wellness	Recreation centers or facilities	75%	90	234	Similar
	Health services	54%	118	166	Similar
Education and Enrichment	Town-sponsored special events	67%	49	99	Similar
	Public library services	89%	76	292	Similar

Table 73: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	70%	102	266	Similar
Recommend living in Yorktown to someone who asks	96%	27	238	Higher
Remain in Yorktown for the next five years	91%	36	235	Similar
Contacted Yorktown (in-person, phone, email or web) for help or information	42%	189	276	Similar

Table 74: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Stocked supplies in preparation for an emergency	46%	21	80	Similar
	Did NOT report a crime to the police	82%	35	90	Similar
Safety	Household member was NOT a victim of a crime	90%	92	234	Similar
Mobility	Walked or biked instead of driving	54%	50	89	Similar
	Made efforts to conserve water	73%	78	83	Lower
Natural Environment	Made efforts to make your home more energy efficient	84%	8	83	Similar
	Recycle at home	78%	160	220	Similar
Built Environment	NOT experiencing housing costs stress	86%	2	216	Higher
	Purchase goods or services from a business located in Yorktown	80%	86	86	Lower
	Economy will have positive impact on income	31%	41	219	Similar
Economy	Work inside boundaries of Yorktown	24%	76	86	Lower
	Used Yorktown recreation centers or their services	69%	24	197	Higher
	Visited a neighborhood park or Town park	88%	84	232	Similar
	Eat at least 5 portions of fruits and vegetables a day	77%	77	83	Similar
Recreation and Wellness	Participate in moderate or vigorous physical activity	83%	54	84	Similar
	In very good to excellent health	59%	67	85	Similar
	Used Yorktown public libraries or their services	60%	156	204	Similar
Education and Enrichment	Participated in religious or spiritual activities in Yorktown	29%	158	172	Much lower
	Attended Town-sponsored event	54%	36	87	Similar

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Campaigned or advocated for an issue, cause or candidate	20%	48	80	Similar
	Contacted Yorktown elected officials (in-person, phone, email or web) to express your opinion	21%	18	85	Similar
	Volunteered your time to some group/activity in Yorktown	30%	187	225	Lower
	Participated in a club	22%	156	198	Similar
	Talked to or visited with your immediate neighbors	94%	24	86	Similar
	Done a favor for a neighbor	87%	18	83	Similar
	Attended a local public meeting	23%	103	226	Similar
Community Engagement	Read or watch local news (via television, paper, computer, etc.)	91%	15	85	Similar
	Vote in local elections	86%	32	218	Similar

Communities included in national comparisons

The communities included in Yorktown's comparisons are listed on the following pages along with their population according to the 2010 Census.

Abilene city, KS 6,844	Benicia city, CA 26,997
Adams County, CO 441,603	Bettendorf city, IA.. 33,217
Airway Heights city, WA 6,114	Billings city, MT..104,170
Albany city, OR 50,158	Blaine city, MN... 57,186
Albemarle County, VA.. 98,970	Bloomfield Hills city, MI 3,869
Albert Lea city, MN 18,016	Bloomington city, IL 76,610
Algonquin village, IL.. 30,046	Bloomington city, MN 82,893
Aliso Viejo city, CA 47,823	Blue Springs city, MO 52,575
Altoona city, IA 14,541	Boise City city, ID...205,671
Ames city, IA 58,965	Boonville city, MO 8,319
Andover CDP, MA.. 8,762	Boulder city, CO.. 97,385
Ankeny city, IA 45,582	Boulder County, CO..294,567
Ann Arbor city, MI..113,934	Bowling Green city, KY 58,067
Annapolis city, MD 38,394	Brentwood city, MO 8,055
Apple Valley town, CA 69,135	Brentwood city, TN 37,060
Arapahoe County, CO..572,003	Brighton city, CO 33,352
Arkansas City city, AR... 366	Bristol city, TN 26,702
Arlington city, TX 365,438	Broken Arrow city, OK 98,850
Arlington County, VA 207,627	Brookfield city, WI... 37,920
Arvada city, CO..106,433	Brookline CDP, MA 58,732
Ashland city, OR 20,078	Brookline town, NH 4,991
Ashland town, VA... 7,225	Broomfield city, CO 55,889
Aspen city, CO 6,658	Brownsburg town, IN 21,285
Auburn city, AL 53,380	Bryan city, TX 76,201
Auburn city, WA.. 70,180	Burien city, WA... 33,313
Aurora city, CO..325,078	Burleson city, TX 36,690
Austin city, TX 790,390	Cabarrus County, NC..178,011
Bainbridge Island city, WA 23,025	Cambridge city, MA 105,162
Baltimore city, MD..620,961	Canton city, SD 3,057
Baltimore County, MD 805,029	Cape Coral city, FL 154,305
Battle Creek city, MI.. 52,347	Cape Girardeau city, MO.. 37,941
Bay City city, MI.. 34,932	Carlisle borough, PA 18,682
Baytown city, TX... 71,802	Carlsbad city, CA..105,328
Bedford city, TX 46,979	Cartersville city, GA 19,731
Bedford town, MA 13,320	Cary town, NC 135,234
Bellevue city, WA 122,363	Casa Grande city, AZ... 48,571
Bellingham city, WA 80,885	Casper city, WY 55,316
Beltrami County, MN 44,442	Castine town, ME 1,366
Benbrook city, TX.. 21,234	Castle Pines North city, CO 10,360
Bend city, OR.. 76,639	Castle Rock town, CO.. 48,231

Cedar Falls city, IA	39,260
Cedar Rapids city, IA	126,326
Centennial city, CO	100,377
Centralia city, IL	13,032
Chambersburg borough, PA	20,268
Chandler city, AZ	236,123
Chanhassen city, MN	22,952
Chapel Hill town, NC	57,233
Charlotte city, NC	731,424
Charlotte County, FL	159,978
Charlottesville city, VA	43,475
Chesterfield County, VA	316,236
Chippewa Falls city, WI	13,661
Citrus Heights city, CA	83,301
Clackamas County, OR	375,992
Clarendon Hills village, IL	8,427
Clayton city, MO	15,939
Clearwater city, FL	107,685
Cleveland Heights city, OH	46,121
Clive city, IA	15,447
Clovis city, CA	95,631
College Park city, MD	30,413
College Station city, TX	93,857
Colleyville city, TX	22,807
Collinsville city, IL	25,579
Columbia city, MO	108,500
Columbia city, SC	129,272
Columbus city, WI	4,991
Commerce City city, CO	45,913
Concord city, CA	122,067
Concord town, MA	17,668
Conyers city, GA	15,195
Cookeville city, TN	30,435
Coon Rapids city, MN	61,476
Cooper City city, FL	28,547
Coronado city, CA	18,912
Corvallis city, OR	54,462
Creve Coeur city, MO	17,833
Cross Roads town, TX	1,563
Crystal Lake city, IL	40,743
Dade City city, FL	6,437
Dakota County, MN	398,552
Dallas city, OR	14,583
Dallas city, TX	1,197,816
Dardenne Prairie city, MO	11,494
Davenport city, IA	99,685
Davidson town, NC	10,944
Decatur city, GA	19,335
Delray Beach city, FL	60,522
Denison city, TX	22,682
Denver city, CO	600,158
Derby city, KS	22,158
Des Moines city, IA	203,433
Des Peres city, MO	8,373
Destin city, FL	12,305
Dewey-Humboldt town, AZ	3,894
Dorchester County, MD	32,618
Dothan city, AL	65,496
Douglas County, CO	285,465
Dover city, NH	29,987
Dublin city, OH	41,751
Duluth city, MN	86,265
Duncanville city, TX	38,524
Durham city, NC	228,330
East Baton Rouge Parish, LA	440,171
East Grand Forks city, MN	8,601
East Lansing city, MI	48,579
Eau Claire city, WI	65,883
Eden Prairie city, MN	60,797
Edgerton city, KS	1,671
Edina city, MN	47,941
Edmond city, OK	81,405
Edmonds city, WA	39,709
El Cerrito city, CA	23,549
El Dorado County, CA	181,058
El Paso city, TX	649,121
Elk Grove city, CA	153,015
Elk River city, MN	22,974
Elko New Market city, MN	4,110
Elmhurst city, IL	44,121
Encinitas city, CA	59,518
Englewood city, CO	30,255
Erie town, CO	18,135
Escambia County, FL	297,619
Estes Park town, CO	5,858
Fairview town, TX	7,248
Farmington Hills city, MI	79,740
Fayetteville city, NC	200,564
Fishers town, IN	76,794
Flagstaff city, AZ	65,870
Flower Mound town, TX	64,669
Flushing city, MI	8,389
Forest Grove city, OR	21,083
Fort Collins city, CO	143,986
Fort Smith city, AR	86,209
Fort Worth city, TX	741,206
Fountain Hills town, AZ	22,489
Franklin city, TN	62,487
Fredericksburg city, VA	24,286
Freeport CDP, ME	1,485
Freeport city, IL	25,638
Fremont city, CA	214,089
Friendswood city, TX	35,805
Fruita city, CO	12,646
Gahanna city, OH	33,248
Gainesville city, FL	124,354
Gaithersburg city, MD	59,933
Galveston city, TX	47,743
Garden City city, KS	26,658
Gardner city, KS	19,123
Geneva city, NY	13,261
Georgetown city, TX	47,400
Gilbert town, AZ	208,453
Gillette city, WY	29,087
Globe city, AZ	7,532
Golden Valley city, MN	20,371
Goodyear city, AZ	65,275
Grafton village, WI	11,459
Grand Blanc city, MI	8,276
Grand Island city, NE	48,520
Grass Valley city, CA	12,860
Greeley city, CO	92,889
Green Valley CDP, AZ	21,391
Greenwood Village city, CO	13,925
Greer city, SC	25,515
Guilford County, NC	488,406
Gunnison County, CO	15,324
Gurnee village, IL	31,295
Hailey city, ID	7,960
Haines Borough, AK	2,508
Hallandale Beach city, FL	37,113
Hamilton city, OH	62,477
Hampton city, VA	137,436
Hanover County, VA	99,863
Harrisonburg city, VA	48,914
Harrisonville city, MO	10,019
Hayward city, CA	144,186
Henderson city, NV	257,729
Hermiston city, OR	16,745
High Point city, NC	104,371

Highland Park city, IL	29,763	Lone Tree city, CO	10,218
Highlands Ranch CDP, CO	96,713	Longmont city, CO	86,270
Hillsborough town, NC	6,087	Longview city, TX	80,455
Holden town, MA	17,346	Los Alamos County, NM	17,950
Holland city, MI	33,051	Louisville city, CO	18,376
Honolulu County, HI	953,207	Lynchburg city, VA	75,568
Hooksett town, NH	13,451	Lynnwood city, WA	35,836
Hopkins city, MN	17,591	Madison city, WI	233,209
Hopkinton town, MA	14,925	Mankato city, MN	39,309
Hoquiam city, WA	8,726	Maple Grove city, MN	61,567
Houston city, TX	2,099,451	Maple Valley city, WA	22,684
Hudson city, OH	22,262	Maricopa County, AZ	3,817,117
Hudson town, CO	2,356	Marin County, CA	252,409
Hudsonville city, MI	7,116	Maryland Heights city, MO	27,472
Huntersville town, NC	46,773	Matthews town, NC	27,198
Hurst city, TX	37,337	McAllen city, TX	129,877
Hutchinson city, MN	14,178	McDonough city, GA	22,084
Hutto city, TX	14,698	McKinney city, TX	131,117
Hyattsville city, MD	17,557	McMinnville city, OR	32,187
Independence city, MO	116,830	Mecklenburg County, NC	919,628
Indian Trail town, NC	33,518	Medford city, OR	74,907
Indianola city, IA	14,782	Menlo Park city, CA	32,026
Iowa City city, IA	67,862	Mercer Island city, WA	22,699
Issaquah city, WA	30,434	Meridian charter township, MI	39,688
Jackson County, MI	160,248	Meridian city, ID	75,092
James City County, VA	67,009	Merriam city, KS	11,003
Jefferson City city, MO	43,079	Merrill city, WI	9,661
Jefferson County, CO	534,543	Mesa city, AZ	439,041
Jefferson County, NY	116,229	Mesa County, CO	146,723
Jerome city, ID	10,890	Miami Beach city, FL	87,779
Johnson City city, TN	63,152	Miami city, FL	399,457
Johnson County, KS	544,179	Midland city, MI	41,863
Johnston city, IA	17,278	Milford city, DE	9,559
Jupiter town, FL	55,156	Milton city, GA	32,661
Kalamazoo city, MI	74,262	Minneapolis city, MN	382,578
Kansas City city, KS	145,786	Mission Viejo city, CA	93,305
Kansas City city, MO	459,787	Modesto city, CA	201,165
Keizer city, OR	36,478	Monterey city, CA	27,810
Kenmore city, WA	20,460	Montgomery County, MD	971,777
Kennedale city, TX	6,763	Montgomery County, VA	94,392
Kennett Square borough, PA	6,072	Montpelier city, VT	7,855
Kirkland city, WA	48,787	Monument town, CO	5,530
La Mesa city, CA	57,065	Mooresville town, NC	32,711
La Plata town, MD	8,753	Morristown city, TN	29,137
La Porte city, TX	33,800	Moscow city, ID	23,800
La Vista city, NE	15,758	Mountain Village town, CO	1,320
Lafayette city, CO	24,453	Mountlake Terrace city, WA	19,909
Laguna Beach city, CA	22,723	Munster town, IN	23,603
Laguna Hills city, CA	30,344	Muscatine city, IA	22,886
Laguna Niguel city, CA	62,979	Naperville city, IL	141,853
Lake Oswego city, OR	36,619	Needham CDP, MA	28,886
Lake Zurich village, IL	19,631	New Braunfels city, TX	57,740
Lakeville city, MN	55,954	New Brighton city, MN	21,456
Lakewood city, CO	142,980	New Hanover County, NC	202,667
Lane County, OR	351,715	New Orleans city, LA	343,829
Larimer County, CO	299,630	New Smyrna Beach city, FL	22,464
Las Cruces city, NM	97,618	Newberg city, OR	22,068
Las Vegas city, NV	583,756	Newport Beach city, CA	85,186
Lawrence city, KS	87,643	Newport city, RI	24,672
League City city, TX	83,560	Newport News city, VA	180,719
Lee County, FL	618,754	Newton city, IA	15,254
Lee's Summit city, MO	91,364	Noblesville city, IN	51,969
Lehi city, UT	47,407	Nogales city, AZ	20,837
Lenexa city, KS	48,190	Norfolk city, VA	242,803
Lewis County, NY	27,087	Norman city, OK	110,925
Lewiston city, ME	36,592	North Las Vegas city, NV	216,961
Lincoln city, NE	258,379	Northglenn city, CO	35,789
Lindsborg city, KS	3,458	Novato city, CA	51,904
Littleton city, CO	41,737	Novi city, MI	55,224
Livermore city, CA	80,968	O'Fallon city, IL	28,281

O'Fallon city, MO	79,329
Oak Park village, IL	51,878
Oakland Park city, FL	41,363
Oakley city, CA	35,432
Ogdensburg city, NY	11,128
Oklahoma City city, OK	579,999
Olathe city, KS	125,872
Old Town city, ME	7,840
Olmsted County, MN	144,248
Orland Park village, IL	56,767
Oshkosh city, WI	66,083
Otsego County, MI	24,164
Overland Park city, KS	173,372
Oviedo city, FL	33,342
Paducah city, KY	25,024
Palm Coast city, FL	75,180
Palm Springs city, CA	44,552
Palo Alto city, CA	64,403
Panama City city, FL	36,484
Papillion city, NE	18,894
Park City city, UT	7,558
Parker town, CO	45,297
Parkland city, FL	23,962
Pasadena city, CA	137,122
Pasco city, WA	59,781
Pasco County, FL	464,697
Peachtree City city, GA	34,364
Pearland city, TX	91,252
Peoria city, AZ	154,065
Peoria city, IL	115,007
Peoria County, IL	186,494
Peters township, PA	21,213
Petoskey city, MI	5,670
Pflugerville city, TX	46,936
Phoenix city, AZ	1,445,632
Pinal County, AZ	375,770
Pinehurst village, NC	13,124
Piqua city, OH	20,522
Pitkin County, CO	17,148
Platte City city, MO	4,691
Plymouth city, MN	70,576
Pocatello city, ID	54,255
Polk County, IA	430,640
Port Huron city, MI	30,184
Port Orange city, FL	56,048
Port St. Lucie city, FL	164,603
Portland city, OR	583,776
Post Falls city, ID	27,574
Prince William County, VA	402,002
Prior Lake city, MN	22,796
Provo city, UT	112,488
Pueblo city, CO	106,595
Purcellville town, VA	7,727
Queen Creek town, AZ	26,361
Radford city, VA	16,408
Radnor township, PA	31,531
Ramsey city, MN	23,668
Rapid City city, SD	67,956
Raymore city, MO	19,206
Redmond city, WA	54,144
Rehoboth Beach city, DE	1,327
Reno city, NV	225,221
Reston CDP, VA	58,404
Richmond city, CA	103,701
Richmond Heights city, MO	8,603
Rifle city, CO	9,172
River Falls city, WI	15,000
Riverdale city, UT	8,426
Riverside city, CA	303,871
Riverside city, MO	2,937
Rochester city, MI	12,711
Rochester Hills city, MI	70,995
Rock Hill city, SC	66,154
Rockford city, IL	152,871
Rockville city, MD	61,209
Rogers city, MN	8,597
Rolla city, MO	19,559
Roselle village, IL	22,763
Roswell city, GA	88,346
Round Rock city, TX	99,887
Royal Oak city, MI	57,236
Saco city, ME	18,482
Sahuarita town, AZ	25,259
Salida city, CO	5,236
Salt Lake City city, UT	186,440
Sammamish city, WA	45,780
San Anselmo town, CA	12,336
San Antonio city, TX	1,327,407
San Carlos city, CA	28,406
San Diego city, CA	1,307,402
San Francisco city, CA	805,235
San Jose city, CA	945,942
San Juan County, NM	130,044
San Marcos city, CA	83,781
San Marcos city, TX	44,894
San Rafael city, CA	57,713
Sandy Springs city, GA	93,853
Sanford city, FL	53,570
Sangamon County, IL	197,465
Santa Clarita city, CA	176,320
Santa Fe County, NM	144,170
Santa Monica city, CA	89,736
Sarasota County, FL	379,448
Savage city, MN	26,911
Savannah city, GA	136,286
Scarborough CDP, ME	4,403
Schaumburg village, IL	74,227
Scott County, MN	129,928
Scottsdale city, AZ	217,385
Seaside city, CA	33,025
SeaTac city, WA	26,909
Sevierville city, TN	14,807
Sheboygan city, WI	49,288
Shoreview city, MN	25,043
Shorewood city, MN	7,307
Shorewood village, IL	15,615
Shorewood village, WI	13,162
Sioux Center city, IA	7,048
Sioux Falls city, SD	153,888
Skokie village, IL	64,784
Snellville city, GA	18,242
South Kingstown town, RI	30,639
South Lake Tahoe city, CA	21,403
South Portland city, ME	25,002
Southborough town, MA	9,767
Southlake city, TX	26,575
Sparks city, NV	90,264
Spokane Valley city, WA	89,755
Spring Hill city, KS	5,437
Springboro city, OH	17,409
Springfield city, MO	159,498
Springfield city, OR	59,403
Springville city, UT	29,466
St. Charles city, IL	32,974
St. Cloud city, FL	35,183
St. Cloud city, MN	65,842
St. Joseph city, MO	76,780
St. Louis County, MN	200,226
St. Louis Park city, MN	45,250
Stallings town, NC	13,831

State College borough, PA 42,034
Sterling Heights city, MI 129,699
Sugar Grove village, IL 8,997
Sugar Land city, TX 78,817
Summit city, NJ 21,457
Summit County, UT 36,324
Sunnyvale city, CA 140,081
Surprise city, AZ..117,517
Suwanee city, GA 15,355
Tacoma city, WA 198,397
Takoma Park city, MD 16,715
Tamarac city, FL 60,427
Temecula city, CA 100,097
Temple city, TX.. 66,102
The Woodlands CDP, TX.. 93,847
Thornton city, CO...118,772
Thousand Oaks city, CA..126,683
Tracy city, CA 82,922
Tualatin city, OR 26,054
Tulsa city, OK..391,906
Twin Falls city, ID 44,125
Tyler city, TX 96,900
Umatilla city, OR 6,906
Upper Arlington city, OH.. 33,771
Urbandale city, IA 39,463
Vail town, CO.. 5,305
Vancouver city, WA 161,791
Ventura CCD, CA...111,889
Vestavia Hills city, AL 34,033
Virginia Beach city, VA...437,994
Wake Forest town, NC.. 30,117
Walnut Creek city, CA 64,173
Washington County, MN 238,136
Washoe County, NV 421,407
Watauga city, TX 23,497

Wauwatosa city, WI 46,396
Waverly city, IA 9,874
Weddington town, NC 9,459
Wentzville city, MO... 29,070
West Carrollton city, OH 13,143
West Chester borough, PA.. 18,461
West Des Moines city, IA 56,609
West Richland city, WA.. 11,811
Westerville city, OH 36,120
Westlake town, TX 992
Westminster city, CO..106,114
Weston town, MA... 11,261
Wheat Ridge city, CO 30,166
White House city, TN.. 10,255
Whitewater township, MI... 2,597
Wichita city, KS..382,368
Williamsburg city, VA... 14,068
Wilmington city, NC...106,476
Wilsonville city, OR.. 19,509
Winchester city, VA 26,203
Windsor town, CO 18,644
Windsor town, CT 29,044
Winnetka village, IL.. 12,187
Winston-Salem city, NC 229,617
Winter Garden city, FL.. 34,568
Woodland city, CA... 55,468
Woodland city, WA... 5,509
Wrentham town, MA 10,955
Wyandotte city, MI.. 25,883
Yakima city, WA... 91,067
York County, VA... 65,464
Yorktown town, IN... 9,405
Yuma city, AZ 93,064

Appendix C: Detailed Survey Methods

The National Citizen Survey (The NCS™), conducted by National Research Center, Inc., was developed to provide communities an accurate, affordable and easy way to assess and interpret resident opinion about important local topics. Standardization of common questions and survey methods provide the rigor to assure valid results, and each community has enough flexibility to construct a customized version of The NCS.

Results offer insight into residents' perspectives about the community as a whole, including local amenities, services, public trust, resident participation and other aspects of the community in order to support budgeting, land use and strategic planning and communication with residents. Resident demographic characteristics permit comparison to the Census as well as comparison of results for different subgroups of residents. The Town of Yorktown funded this research. Please contact Pete Olson of Yorktown at polson@yorktownindiana.org if you have any questions about the survey.

Survey Validity

The question of survey validity has two parts: 1) how can a community be confident that the results from those who completed the questionnaire are representative of the results that would have been obtained had the survey been administered to the entire population? and 2) how closely do the perspectives recorded on the survey reflect what residents really believe or do?

To answer the first question, the best survey research practices were used for the resources spent to ensure that the results from the survey respondents reflect the opinions of residents in the entire community. These practices include:

- Using a mail-out/mail-back methodology, which typically gets a higher response rate than phone for the same dollars spent. A higher response rate lessens the worry that those who did not respond are different than those who did respond.
- Selecting households at random within the community to receive the survey to ensure that the households selected to receive the survey are representative of the larger community.
- Over-sampling multi-family housing units to improve response from hard-to-reach, lower income or younger apartment dwellers.
- Selecting the respondent within the household using an unbiased sampling procedure; in this case, the "birthday method." The cover letter included an instruction requesting that the respondent in the household be the adult (18 years old or older) who most recently had a birthday, irrespective of year of birth.
- Contacting potential respondents three times to encourage response from people who may have different opinions or habits than those who would respond with only a single prompt.
- Inviting response in a compelling manner (using appropriate letterhead/logos and a signature of a visible leader) to appeal to recipients' sense of civic responsibility.
- Providing a pre-addressed, postage-paid return envelope.
- Offering the survey in Spanish or other language when requested by a given community.
- Weighting the results to reflect the demographics of the population.

The answer to the second question about how closely the perspectives recorded on the survey reflect what residents really believe or do is more complex. Resident responses to surveys are influenced by a variety of factors. For questions about service quality, residents' expectations for service quality play a role as well as the "objective" quality of the service provided, the way the resident perceives the entire community (that is, the context in which the service is provided), the scale on which the resident is asked to record his or her opinion and, of course, the opinion, itself, that a resident holds about the service. Similarly a resident's report of certain behaviors is colored by what he or she believes is the socially desirable response (e.g., reporting tolerant behaviors toward "oppressed groups," likelihood of voting for a tax increase for services to poor people, use of alternative modes of travel to work besides the single occupancy vehicle), his or her memory of the actual behavior (if it is not a question speculating about future actions, like a vote), his or her confidence that he or she can be honest without suffering any negative consequences (thus the need for anonymity) as well as the actual behavior itself.

How closely survey results come to recording the way a person really feels or behaves often is measured by the coincidence of reported behavior with observed current behavior (e.g., driving habits), reported intentions to behave with observed future behavior (e.g., voting choices) or reported opinions about current community quality

with objective characteristics of the community (e.g., feelings of safety correlated with rates of crime). There is a body of scientific literature that has investigated the relationship between reported behaviors and actual behaviors. Well-conducted surveys, by and large, do capture true respondent behaviors or intentions to act with great accuracy. Predictions of voting outcomes tend to be quite accurate using survey research, as do reported behaviors that are not about highly sensitive issues (e.g., family abuse or other illegal or morally sanctioned activities). For self-reports about highly sensitive issues, statistical adjustments can be made to correct for the respondents' tendency to report what they think the "correct" response should be.

Research on the correlation of resident opinion about service quality and "objective" ratings of service quality vary, with some showing stronger relationships than others. NRC's own research has demonstrated that residents who report the lowest ratings of street repair live in communities with objectively worse street conditions than those who report high ratings of street repair (based on road quality, delay in street repair, number of road repair employees). Similarly, the lowest rated fire services appear to be "objectively" worse than the highest rated fire services (expenditures per capita, response time, "professional" status of firefighters, breadth of services and training provided). Resident opinion commonly reflects objective performance data but is an important measure on its own. NRC principals have written, "If you collect trash three times a day but residents think that your trash haul is lousy, you still have a problem."

Survey Sampling

"Sampling" refers to the method by which households were chosen to receive the survey. All households within the Town of Yorktown were eligible to participate in the survey. A list of all households within the zip codes serving Yorktown was purchased based on updated listings from the United States Postal Service. Since some of the zip codes that serve the Town of Yorktown households may also serve addresses that lie outside of the community, the exact geographic location of each housing unit was compared to community boundaries using the most current municipal boundary file (updated on a quarterly basis) and addresses located outside of the Town of Yorktown boundaries were removed from consideration. Each address identified as being within Town boundaries was further identified as being within the more rural or urban area of the town.

To choose the 1,200 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *Nth* one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were over sampled as residents of this type of housing typically respond at lower rates to surveys than do those in single-family housing units. Figure 1 displays a map of the households selected to receive the survey. In general, because of the random sampling techniques used, the displayed sampling density will closely mirror the overall housing unit density (which may be different from the population density). While the theory of probability assumes no bias in selection, there may be some minor variations in practice (meaning, an area with only 15% of the housing units might be sampled at an actual rate that is slightly above or below that).

An individual within each household was selected using the birthday method. The birthday method selects a person within the household by asking the "person whose birthday has most recently passed" to complete the questionnaire. The underlying assumption in this method is that day of birth has no relationship to the way people respond to surveys. This instruction was contained in the cover letter accompanying the questionnaire.

Figure 1: Location of Survey Recipients

Survey Recipients in Yorktown, IN
- In Yorktown Urbanized Area   Yorktown Urbanized Area
- In UI Mt Pleasant Twp   UI Mt Pleasant Twp

Survey Administration and Response

Selected households received three mailings, one week apart, beginning on January 5th, 2015. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Town Manager inviting the household to participate, a questionnaire and a postage-paid return envelope. The final mailing contained a reminder letter, another survey and a postage-paid return envelope. The second cover letter asked those who had not completed the survey to do so and those who had already done so to refrain from turning in another survey. Respondents could opt to take the survey online. Completed surveys were collected over the following six weeks.

About 4% of the 1,200 surveys mailed were returned because the housing unit was vacant or the postal service was unable to deliver the survey as addressed. Of the remaining 1,150 households that received the survey, 447 completed the survey, providing an overall response rate of 39%; average response rates for a mailed resident survey range from 25% to 40%. Of the 447 completed surveys, 31 were completed online. Additionally, responses were tracked by geographic area; response rates by area were both 39%.

Table 75: Survey Response Rates by Area

Area name	Number mailed	Undeliverable	Eligible	Returned	Response rate
Rural	176	10	166	65	39%
Urban	1,024	40	984	382	39%
Overall	1,200	50	1,150	447	39%

Confidence Intervals

It is customary to describe the precision of estimates made from surveys by a "level of confidence" and accompanying "confidence interval" (or margin of error). A traditional level of confidence, and the one used here, is 95%. The 95% confidence interval can be any size and quantifies the sampling error or imprecision of the survey results because some residents' opinions are relied on to estimate all residents' opinions.[1]

The margin of error for the Town of Yorktown survey is no greater than plus or minus five percentage points around any given percent reported for the entire sample (447 completed surveys).

For subgroups of responses, the margin of error increases because the sample size for the subgroup is smaller. For subgroups of approximately 100 respondents, the margin of error is plus or minus 10 percentage points.

Survey Processing (Data Entry)

Upon receipt, completed surveys were assigned a unique identification number. Additionally, each survey was reviewed and "cleaned" as necessary. For example, a question may have asked a respondent to pick two items out of a list of five, but the respondent checked three; in this case, NRC would use protocols to randomly choose two of the three selected items for inclusion in the dataset.

All surveys then were entered twice into an electronic dataset; any discrepancies were resolved in comparison to the original survey form. Range checks as well as other forms of quality control were also performed.

Survey Data Weighting

The demographic characteristics of the survey sample were compared to those found in the 2010 Census and American Community Survey estimates for adults in the Town of Yorktown. The primary objective of weighting survey data is to make the survey sample reflective of the larger population of the community. The characteristics used for weighting were housing unit type, housing tenure, gender and age. The results of the weighting scheme are presented in the following table.

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[1] A 95% confidence interval indicates that for every 100 random samples of this many residents, 95 of the confidence intervals created will include the "true" population response. This theory is applied in practice to mean that the "true" perspective of the target population lies within the confidence interval created for a single survey. For example, if 75% of residents rate a service as "excellent" or "good," then the 4% margin of error (for the 95% confidence interval) indicates that the range of likely responses for the entire community is between 71% and 79%. This source of uncertainty is called sampling error. In addition to sampling error, other sources of error may affect any survey, including the non-response of residents with opinions different from survey responders. Though standardized on The NCS, on other surveys, differences in question wording, order, translation and data entry, as examples, can lead to somewhat varying results.

Table 76: Yorktown, IN 2015 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
Housing			
Rent home	19%	8%	18%
Own home	81%	92%	82%
Detached unit	90%	90%	89%
Attached unit	10%	10%	11%
Race and Ethnicity			
White	97%	96%	95%
Not white	3%	4%	5%
Not Hispanic	99%	100%	99%
Hispanic	1%	0%	1%
Sex and Age			
Female	53%	54%	53%
Male	47%	46%	47%
18-34 years of age	23%	7%	22%
35-54 years of age	38%	32%	38%
55+ years of age	39%	61%	40%
Females 18-34	12%	5%	14%
Females 35-54	20%	18%	20%
Females 55+	22%	31%	19%
Males 18-34	11%	2%	8%
Males 35-54	18%	15%	18%
Males 55+	18%	29%	20%

Survey Data Analysis and Reporting

The survey dataset was analyzed using the Statistical Package for the Social Sciences (SPSS). For the most part, the percentages presented in the reports represent the "percent positive." The percent positive is the combination of the top two most positive response options (i.e., "excellent" and "good," "very safe" and "somewhat safe," "essential" and "very important," etc.), or, in the case of resident behaviors/participation, the percent positive represents the proportion of respondents indicating "yes" or participating in an activity at least once a month.

On many of the questions in the survey respondents may answer "don't know." The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the reports. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

Appendix D: Survey Materials

Dear Yorktown Resident,

It won't take much of your time to make a big difference!

Your household has been randomly selected to participate in a survey about your community. Your survey will arrive in a few days.

Thank you for helping create a better town!

Sincerely,

Pete Olson
Town Manager

Town of Yorktown
9800 W Smith St
PO Box 518
Yorktown, IN 47396

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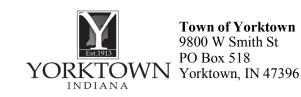**Town of Yorktown**
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Town of Yorktown
9800 W Smith St • PO Box 518
Yorktown, IN 47396
765-759-4003p • 765-759-4016f
www.yorktownindiana.org

January 2015

Dear Town of Yorktown Resident:

Please help us shape the future of Yorktown! You have been selected at random to participate in the 2015 Yorktown Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Yorktown make decisions that affect our town.

A few things to remember:
- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

  www.n-r-c.com/survey/yorktown2015.htm

If you have any questions about the survey please call 765-759-4003.

Thank you for your time and participation!

Sincerely,

Pete Olson
Town Manager

Town of Yorktown
9800 W Smith St • PO Box 518
Yorktown, IN 47396
765-759-4003p • 765-759-4016f
www.yorktownindiana.org

January 2015

Dear Town of Yorktown Resident:

Here's a second chance if you haven't already responded to the 2015 Yorktown Citizen Survey! **(If you completed it and sent it back, we thank you for your time and ask you to recycle this survey. Please do not respond twice.)**

Please help us shape the future of Yorktown! You have been selected at random to participate in the 2015 Yorktown Citizen Survey.

Please take a few minutes to fill out the enclosed survey. Your participation in this survey is very important – especially since your household is one of only a small number of households being surveyed. Your feedback will help Yorktown make decisions that affect our town.

A few things to remember:
- **Your responses are completely anonymous.**
- In order to hear from a diverse group of residents, the adult 18 years or older in your household who most recently had a birthday should complete this survey.
- **You may return the survey by mail in the enclosed postage-paid envelope, or you can complete the survey online at:**

    www.n-r-c.com/survey/yorktown2015.htm

If you have any questions about the survey please call 765-759-4003.

Thank you for your time and participation!

Sincerely,

Pete Olson
Town Manager

The Town of Yorktown 2015 Citizen Survey

Please complete this questionnaire if you are the adult (age 18 or older) in the household who most recently had a birthday. The adult's year of birth does not matter. Please select the response (by circling the number or checking the box) that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.

1. Please rate each of the following aspects of quality of life in Yorktown:

	Excellent	Good	Fair	Poor	Don't know
Yorktown as a place to live	1	2	3	4	5
Your neighborhood as a place to live	1	2	3	4	5
Yorktown as a place to raise children	1	2	3	4	5
Yorktown as a place to work	1	2	3	4	5
Yorktown as a place to visit	1	2	3	4	5
Yorktown as a place to retire	1	2	3	4	5
The overall quality of life in Yorktown	1	2	3	4	5

2. Please rate each of the following characteristics as they relate to Yorktown as a whole:

	Excellent	Good	Fair	Poor	Don't know
Overall feeling of safety in Yorktown	1	2	3	4	5
Overall ease of getting to the places you usually have to visit	1	2	3	4	5
Quality of overall natural environment in Yorktown	1	2	3	4	5
Overall "built environment" of Yorktown (including overall design, buildings, parks and transportation systems)	1	2	3	4	5
Health and wellness opportunities in Yorktown	1	2	3	4	5
Overall opportunities for education and enrichment	1	2	3	4	5
Overall economic health of Yorktown	1	2	3	4	5
Sense of community	1	2	3	4	5
Overall image or reputation of Yorktown	1	2	3	4	5

3. Please indicate how likely or unlikely you are to do each of the following:

	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't know
Recommend living in Yorktown to someone who asks	1	2	3	4	5
Remain in Yorktown for the next five years	1	2	3	4	5

4. Please rate how safe or unsafe you feel:

	Very safe	Somewhat safe	Neither safe nor unsafe	Somewhat unsafe	Very unsafe	Don't know
In your neighborhood during the day	1	2	3	4	5	6
In Yorktown's downtown/commercial area during the day	1	2	3	4	5	6
In your neighborhood at night	1	2	3	4	5	6
In Yorktown's downtown/commercial area at night	1	2	3	4	5	6

5. Please rate each of the following characteristics as they relate to Yorktown as a whole:

	Excellent	Good	Fair	Poor	Don't know
Traffic flow on major streets	1	2	3	4	5
Ease of public parking	1	2	3	4	5
Ease of travel by car in Yorktown	1	2	3	4	5
Ease of travel by bicycle in Yorktown	1	2	3	4	5
Ease of walking in Yorktown	1	2	3	4	5
Availability of paths and walking trails	1	2	3	4	5
Air quality	1	2	3	4	5
Cleanliness of Yorktown	1	2	3	4	5
Overall appearance of Yorktown	1	2	3	4	5
Public places where people want to spend time	1	2	3	4	5
Variety of housing options	1	2	3	4	5
Availability of affordable quality housing	1	2	3	4	5
Fitness opportunities (including exercise classes and paths or trails, etc.)	1	2	3	4	5
Recreational opportunities	1	2	3	4	5
Availability of affordable quality food	1	2	3	4	5
Availability of affordable quality health care	1	2	3	4	5
Availability of preventive health services	1	2	3	4	5
Availability of affordable quality mental health care	1	2	3	4	5

6. Please rate each of the following characteristics as they relate to Yorktown as a whole:

	Excellent	Good	Fair	Poor	Don't know
Availability of affordable quality child care/preschool	1	2	3	4	5
K-12 education	1	2	3	4	5
Adult educational opportunities	1	2	3	4	5
Opportunities to attend cultural/arts/music activities	1	2	3	4	5
Opportunities to participate in religious or spiritual events and activities	1	2	3	4	5
Employment opportunities	1	2	3	4	5
Shopping opportunities	1	2	3	4	5
Cost of living in Yorktown	1	2	3	4	5
Overall quality of business and service establishments in Yorktown	1	2	3	4	5
Vibrant downtown/commercial area	1	2	3	4	5
Overall quality of new development in Yorktown	1	2	3	4	5
Opportunities to participate in social events and activities	1	2	3	4	5
Opportunities to volunteer	1	2	3	4	5
Opportunities to participate in community matters	1	2	3	4	5
Openness and acceptance of the community toward people of diverse backgrounds	1	2	3	4	5
Neighborliness of residents in Yorktown	1	2	3	4	5

7. Please indicate whether or not you have done each of the following in the last 12 months.

	No	Yes
Made efforts to conserve water	1	2
Made efforts to make your home more energy efficient	1	2
Reported a code violation or other hazard in Yorktown (weeds, abandoned buildings, etc.)	1	2
Household member was a victim of a crime in Yorktown	1	2
Reported a crime to the police in Yorktown	1	2
Stocked supplies in preparation for an emergency	1	2
Campaigned or advocated for an issue, cause or candidate	1	2
Contacted the Town of Yorktown (in-person, phone, email or web) for help or information	1	2
Contacted Yorktown elected officials (in-person, phone, email or web) to express your opinion	1	2

8. In the last 12 months, about how many times, if at all, have you or other household members done each of the following in Yorktown?

	2 times a week or more	2-4 times a month	Once a month or less	Not at all
Used Yorktown recreation centers or their services	1	2	3	4
Visited a neighborhood park or Town park	1	2	3	4
Used Yorktown public libraries or their services	1	2	3	4
Participated in religious or spiritual activities in Yorktown	1	2	3	4
Attended a Town-sponsored event	1	2	3	4
Walked or biked instead of driving	1	2	3	4
Volunteered your time to some group/activity in Yorktown	1	2	3	4
Participated in a club in Yorktown	1	2	3	4
Talked to or visited with your immediate neighbors	1	2	3	4
Done a favor for a neighbor	1	2	3	4

9. Thinking about local public meetings (of local elected officials like Town Council or County Commissioners, advisory boards, school board, Home Owners Association, neighborhood watch, etc.), in the last 12 months, about how many times, if at all, have you or other household members attended or spoke at a local public meeting?

	2 times a week or more	2-4 times a month	Once a month or less	Not at all
Attended a local public meeting	1	2	3	4
Spoke at a local public meeting	1	2	3	4

The Town of Yorktown 2015 Citizen Survey

10. Please rate the quality of each of the following services in Yorktown:

	Excellent	Good	Fair	Poor	Don't know
Police services	1	2	3	4	5
Sheriff services	1	2	3	4	5
Fire services	1	2	3	4	5
Ambulance or emergency medical services	1	2	3	4	5
Crime prevention	1	2	3	4	5
Fire prevention and education	1	2	3	4	5
Traffic enforcement	1	2	3	4	5
Street repair	1	2	3	4	5
Street cleaning	1	2	3	4	5
Street lighting	1	2	3	4	5
Snow removal	1	2	3	4	5
Sidewalk maintenance	1	2	3	4	5
Traffic signal timing	1	2	3	4	5
Garbage collection	1	2	3	4	5
Recycling	1	2	3	4	5
Yard waste pick-up	1	2	3	4	5
Storm drainage	1	2	3	4	5
Drinking water	1	2	3	4	5
Sewer services	1	2	3	4	5
Utility billing	1	2	3	4	5
Town parks	1	2	3	4	5
Recreation programs or classes	1	2	3	4	5
Recreation centers or facilities	1	2	3	4	5
Land use, planning and zoning	1	2	3	4	5
Code enforcement (weeds, abandoned buildings, etc.)	1	2	3	4	5
Animal control	1	2	3	4	5
Economic development	1	2	3	4	5
Health services	1	2	3	4	5
Public library services	1	2	3	4	5
Yorktown open space	1	2	3	4	5
Town-sponsored special events	1	2	3	4	5
Overall customer service by Yorktown employees (police, receptionists, utility clerks, etc.)	1	2	3	4	5

11. Overall, how would you rate the quality of the services provided by each of the following?

	Excellent	Good	Fair	Poor	Don't know
The Town of Yorktown	1	2	3	4	5
The Federal Government	1	2	3	4	5
The State of Indiana	1	2	3	4	5

12. Please rate the following categories of Yorktown government performance:

	Excellent	Good	Fair	Poor	Don't know
The value of services for the taxes paid to Yorktown	1	2	3	4	5
The overall direction that Yorktown is taking	1	2	3	4	5
The job Yorktown government does at welcoming citizen involvement	1	2	3	4	5
Overall confidence in Yorktown government	1	2	3	4	5
Generally acting in the best interest of the community	1	2	3	4	5
Being honest	1	2	3	4	5
Treating all residents fairly	1	2	3	4	5

13. Please rate how important, if at all, you think it is for the Yorktown community to focus on each of the following in the coming two years:

	Essential	Very important	Somewhat important	Not at all important
Overall feeling of safety in Yorktown	1	2	3	4
Overall ease of getting to the places you usually have to visit	1	2	3	4
Quality of overall natural environment in Yorktown	1	2	3	4
Overall "built environment" of Yorktown (including overall design, buildings, parks and transportation systems)	1	2	3	4
Health and wellness opportunities in Yorktown	1	2	3	4
Overall opportunities for education and enrichment	1	2	3	4
Overall economic health of Yorktown	1	2	3	4
Sense of community	1	2	3	4

14. Please rate the importance of each of the following for the future of the Town:

	Essential	Very important	Somewhat important	Not at all important
Attracting new business and industry	1	2	3	4
Supporting and retaining existing businesses	1	2	3	4
Job creation	1	2	3	4
Increasing home ownership	1	2	3	4
Improving the appearance of the Town	1	2	3	4
Downtown residential development	1	2	3	4
Downtown business development	1	2	3	4
Improving bicycle and pedestrian access	1	2	3	4
Improving public safety	1	2	3	4

15. To what extent would you support or oppose prioritizing funding for each of the following identified town services/projects?

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
Street Paving and Construction	1	2	3	4	5
Parks, Recreation & Trails	1	2	3	4	5
Downtown Redevelopment	1	2	3	4	5
Town Facilities	1	2	3	4	5
Emergency Response Vehicles (Fire trucks, etc.)	1	2	3	4	5
Storm Water/Drainage Improvements	1	2	3	4	5
Cleaning initiatives (i.e. litter cleanup, mowing, etc.)	1	2	3	4	5
Community Marketing (efforts to impact perception of town image including business-friendly, family-friendly, town entries landscaping, signage, etc.)	1	2	3	4	5

16. Please indicate to what extent would you support or oppose a tax increase to fund each of the following identified town services/projects?

	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know
Street Paving and Construction	1	2	3	4	5
Parks, Recreation & Trails	1	2	3	4	5
Downtown Redevelopment	1	2	3	4	5
Town Facilities	1	2	3	4	5
Emergency Response Vehicles (Fire trucks, etc.)	1	2	3	4	5
Storm Water/Drainage Improvements	1	2	3	4	5
Cleaning initiatives (i.e. litter cleanup, mowing, etc.)	1	2	3	4	5
Community Marketing (efforts to impact perception of town image including business-friendly, family-friendly, town entries landscaping, signage, etc.)	1	2	3	4	5

17. Please indicate how much of a source, if at all, you consider each of the following to be for obtaining information about the Town government and its activities, events and services:

	Major source	Minor source	Not a source
Town website (yorktownindiana.org)	1	2	3
Yorktown e-mail blast / list serve	1	2	3
Television news	1	2	3
Newspapers	1	2	3
Radio	1	2	3
Facebook	1	2	3
Twitter	1	2	3

The Town of Yorktown 2015 Citizen Survey

Our last questions are about you and your household. Again, all of your responses to this survey are completely anonymous and will be reported in group form only.
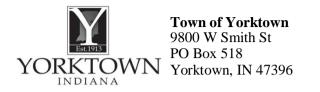
D1. How often, if at all, do you do each of the following, considering all of the times you could?

	Never	Rarely	Sometimes	Usually	Always
Recycle at home	1	2	3	4	5
Purchase goods or services from a business located in Yorktown	1	2	3	4	5
Eat at least 5 portions of fruits and vegetables a day	1	2	3	4	5
Participate in moderate or vigorous physical activity	1	2	3	4	5
Read or watch local news (via television, paper, computer, etc.)	1	2	3	4	5
Vote in local elections	1	2	3	4	5

D2. Would you say that in general your health is:
❍ Excellent ❍ Very good ❍ Good ❍ Fair ❍ Poor

D3. What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:
❍ Very positive ❍ Somewhat positive ❍ Neutral ❍ Somewhat negative ❍ Very negative

D4. What is your employment status?
❍ Working full time for pay
❍ Working part time for pay
❍ Unemployed, looking for paid work
❍ Unemployed, not looking for paid work
❍ Fully retired

D5. Do you work inside the boundaries of Yorktown?
❍ Yes, outside the home
❍ Yes, from home
❍ No

D6. How many years have you lived in Yorktown?
❍ Less than 2 years ❍ 11-20 years
❍ 2-5 years ❍ More than 20 years
❍ 6-10 years

D7. Which best describes the building you live in?
❍ One family house detached from any other houses
❍ Building with two or more homes (duplex, townhome, apartment or condominium)
❍ Mobile home
❍ Other

D8. Is this house, apartment or mobile home…
❍ Rented
❍ Owned

D9. About how much is your monthly housing cost for the place you live (including rent, mortgage payment, property tax, property insurance and homeowners' association (HOA) fees)?
❍ Less than $300 per month
❍ $300 to $599 per month
❍ $600 to $999 per month
❍ $1,000 to $1,499 per month
❍ $1,500 to $2,499 per month
❍ $2,500 or more per month

D10. Do any children 17 or under live in your household?
❍ No ❍ Yes

D11. Are you or any other members of your household aged 65 or older?
❍ No ❍ Yes

D12. How much do you anticipate your household's total income before taxes will be for the current year? (Please include in your total income money from all sources for all persons living in your household.)
❍ Less than $25,000
❍ $25,000 to $49,999
❍ $50,000 to $99,999
❍ $100,000 to $149,999
❍ $150,000 or more

Please respond to both questions D13 and D14:

D13. Are you Spanish, Hispanic or Latino?
❍ No, not Spanish, Hispanic or Latino
❍ Yes, I consider myself to be Spanish, Hispanic or Latino

D14. What is your race? (Mark one or more races to indicate what race you consider yourself to be.)
❍ American Indian or Alaskan Native
❍ Asian, Asian Indian or Pacific Islander
❍ Black or African American
❍ White
❍ Other

D15. In which category is your age?
❍ 18-24 years ❍ 55-64 years
❍ 25-34 years ❍ 65-74 years
❍ 35-44 years ❍ 75 years or older
❍ 45-54 years

D16. What is your sex?
❍ Female ❍ Male

D17. Do you consider a cell phone or land line your primary telephone number?
❍ Cell ❍ Land line ❍ Both

Thank you for completing this survey. Please return the completed survey in the postage-paid envelope to: National Research Center, Inc., PO Box 549, Belle Mead, NJ 08502

Town of Yorktown
9800 W Smith St
PO Box 518
Yorktown, IN 47396

YORKTOWN
INDIANA
Est.1913