



Canal Fulton Community Campus Community Survey Results

October 20, 2015

Proposed Collaborative Partners



City of Canal Fulton



The University of Akron



**YMCA of
Central Stark County**

**Northwest
Stark Senior
Center**

**Northwest Stark Senior
Center**



Summa Health System

**NORTHWEST
LOCAL SCHOOLS**

Northwest Local Schools

1. Canal Fulton Community Campus Survey Results

Summary A link on the City website was created allowing residents to take the survey electronically online.

1,964 printed surveys were mailed to every household along with a pre-stamped return envelope.

Results Canal Fulton residents submitted a total of 551 surveys.

45 were submitted electronically through the City website.

506 were returned via mail.

28% total return rate.

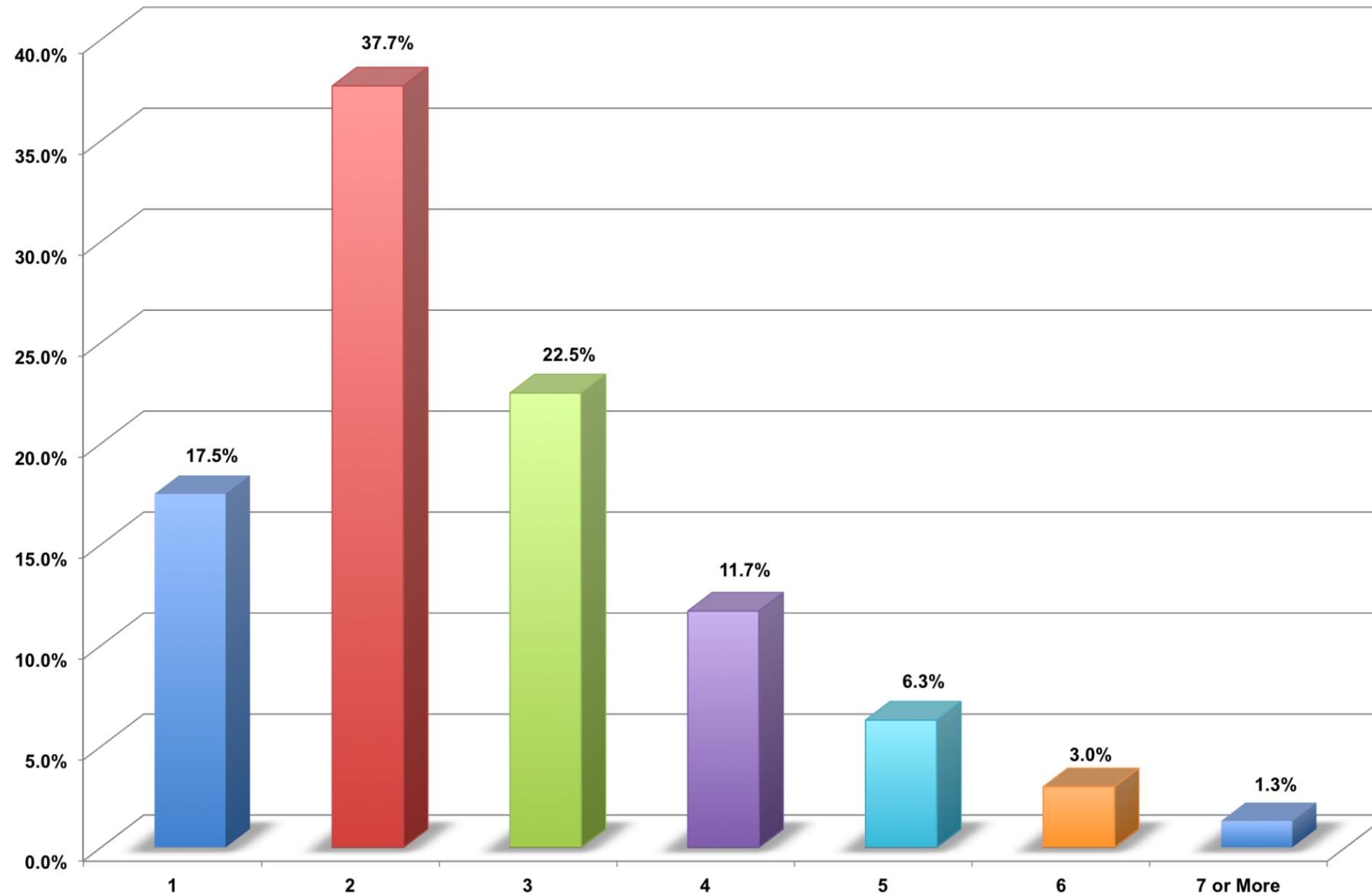
In context, surveys of this type are likely to have a return rate of 8%-12%.
With returns over 25% considered to be very robust and a significant return rate.



2. Canal Fulton Community Campus Survey Results

Question 1: How Many People Currently Live In Your Household?

Results:



Nearly 38% of respondents live in 2-person households with 3-person households the second most frequent representing over 60% of all responding to the survey.

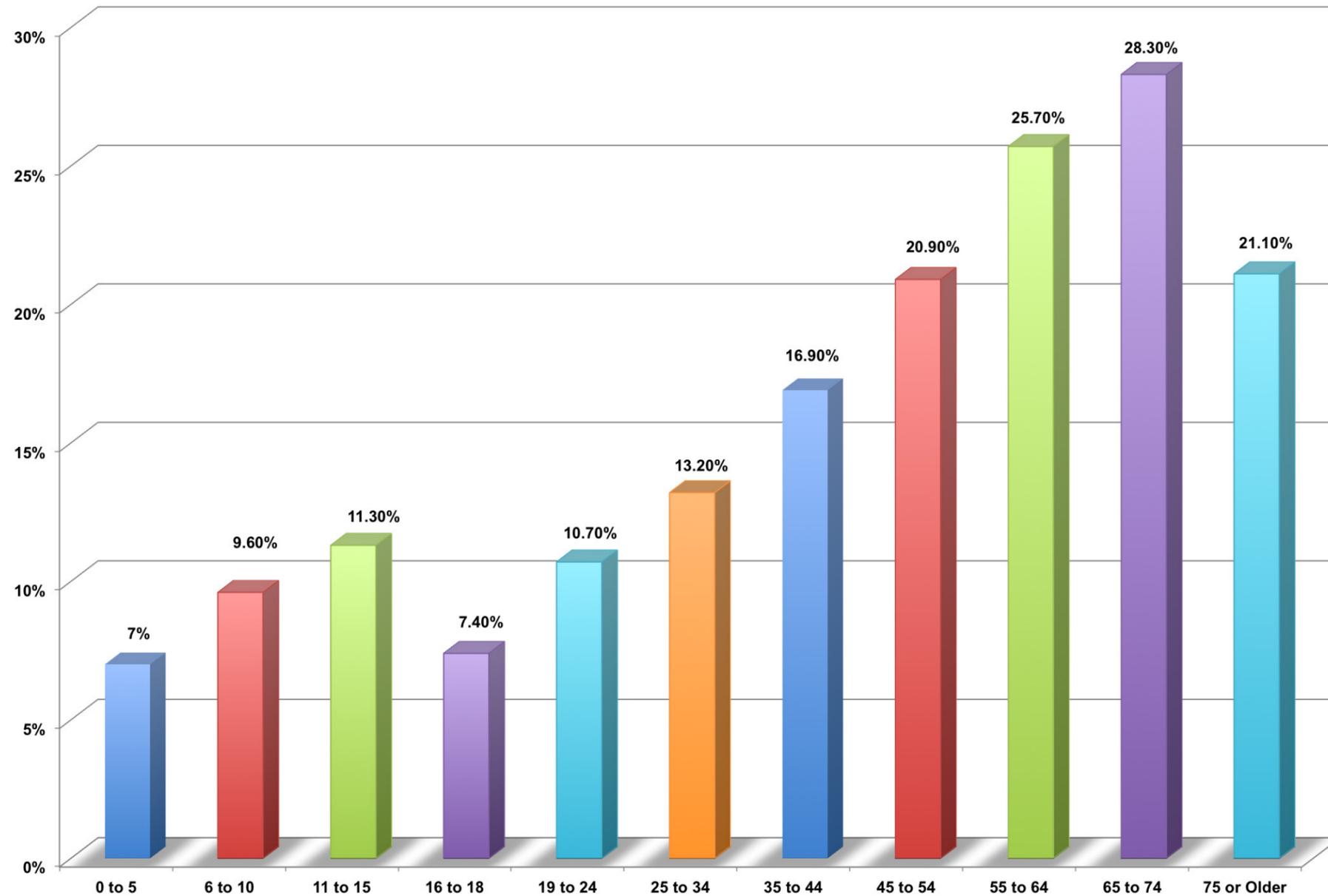
Single person households represented 17.5% of those responding.



3. Canal Fulton Community Campus Survey Results

Question 2: What Ages Are Represented In Your Household?

Results:



The largest group represented in the households responding to the survey was older adults with 49.4% ages 65 and older.

Adding to this trend are an additional 25.7% ages 55-64.

The combined percentages of households with residents ages 35-54 represent an additional 37.8%.

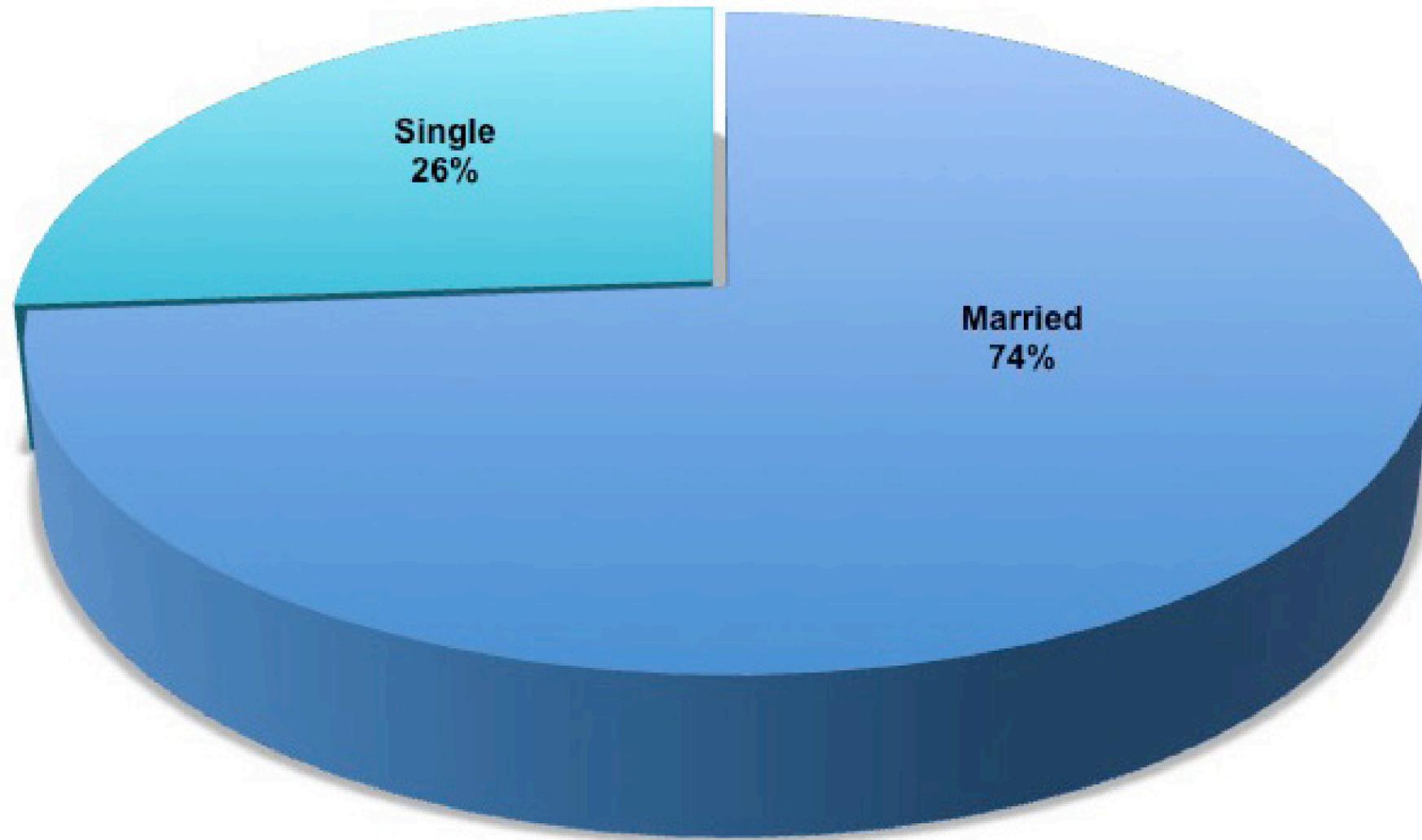


4. Canal Fulton Community Campus Survey Results

Question 3: Which Of The Following Best Describes Your Current Relationship Status?

Results:

74% of households
responding were married,
26% reported being single.

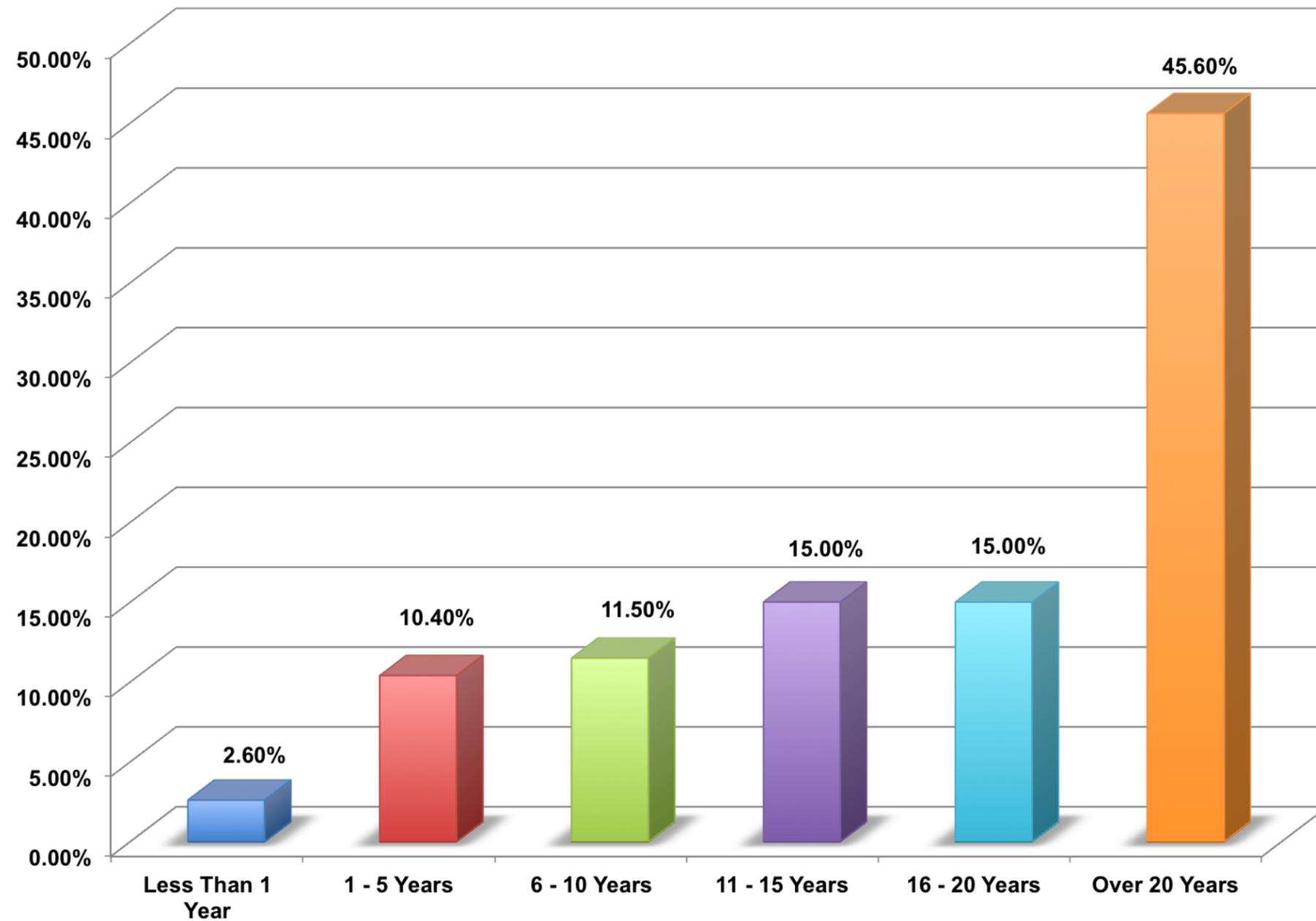


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5. Canal Fulton Community Campus Survey Results

Question 4: How Long Have You Lived In Canal Fulton?

Results:



Respondents living in Canal Fulton for over 20 years were the largest group at 45.6%.

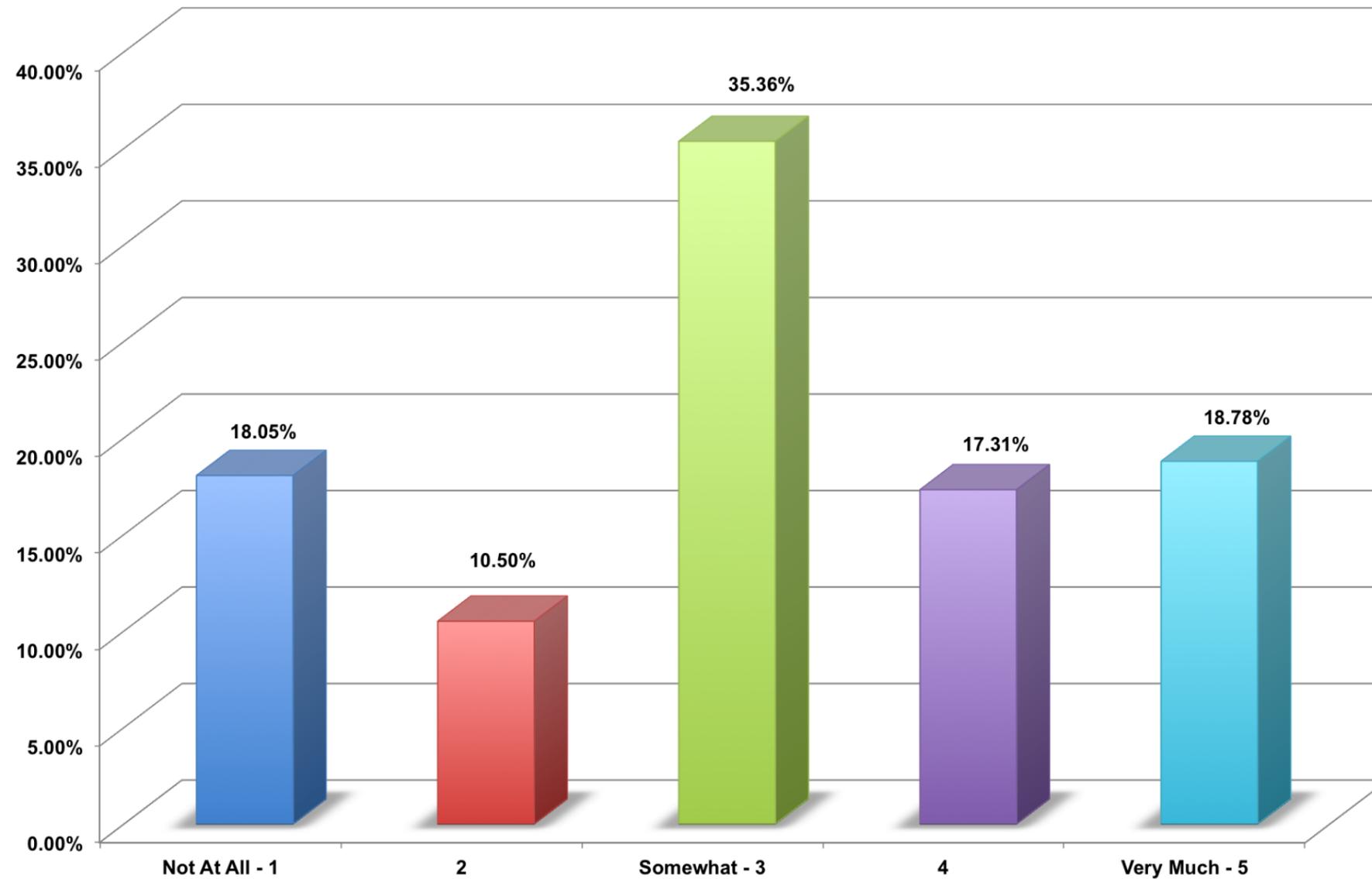
All other categories were relatively evenly distributed.



6. Canal Fulton Community Campus Survey Results

Question 6: How Aware Are You Of The Proposed Canal Fulton Community Campus?

Results:



Community awareness appears to be significant with 36.09% reported a prominent level of awareness of the project.

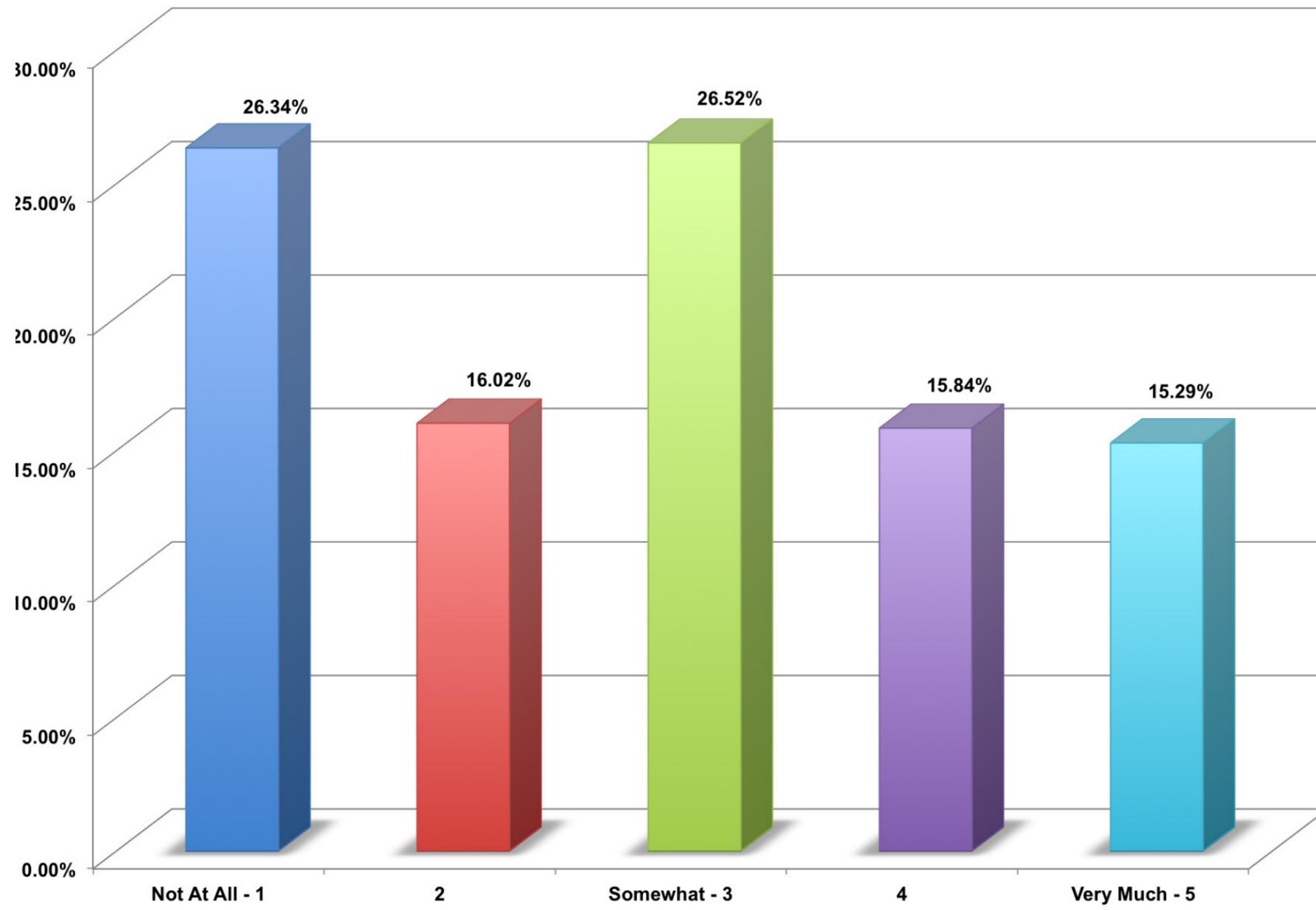
Adding those reported "Somewhat" of an awareness results in over 71% of those responding having an awareness of the project.



7. Canal Fulton Community Campus Survey Results

Question 7: How Aware Are You Of The Proposed Collaborative Partners Participating In The Proposed Canal Fulton Community Campus?

Results:



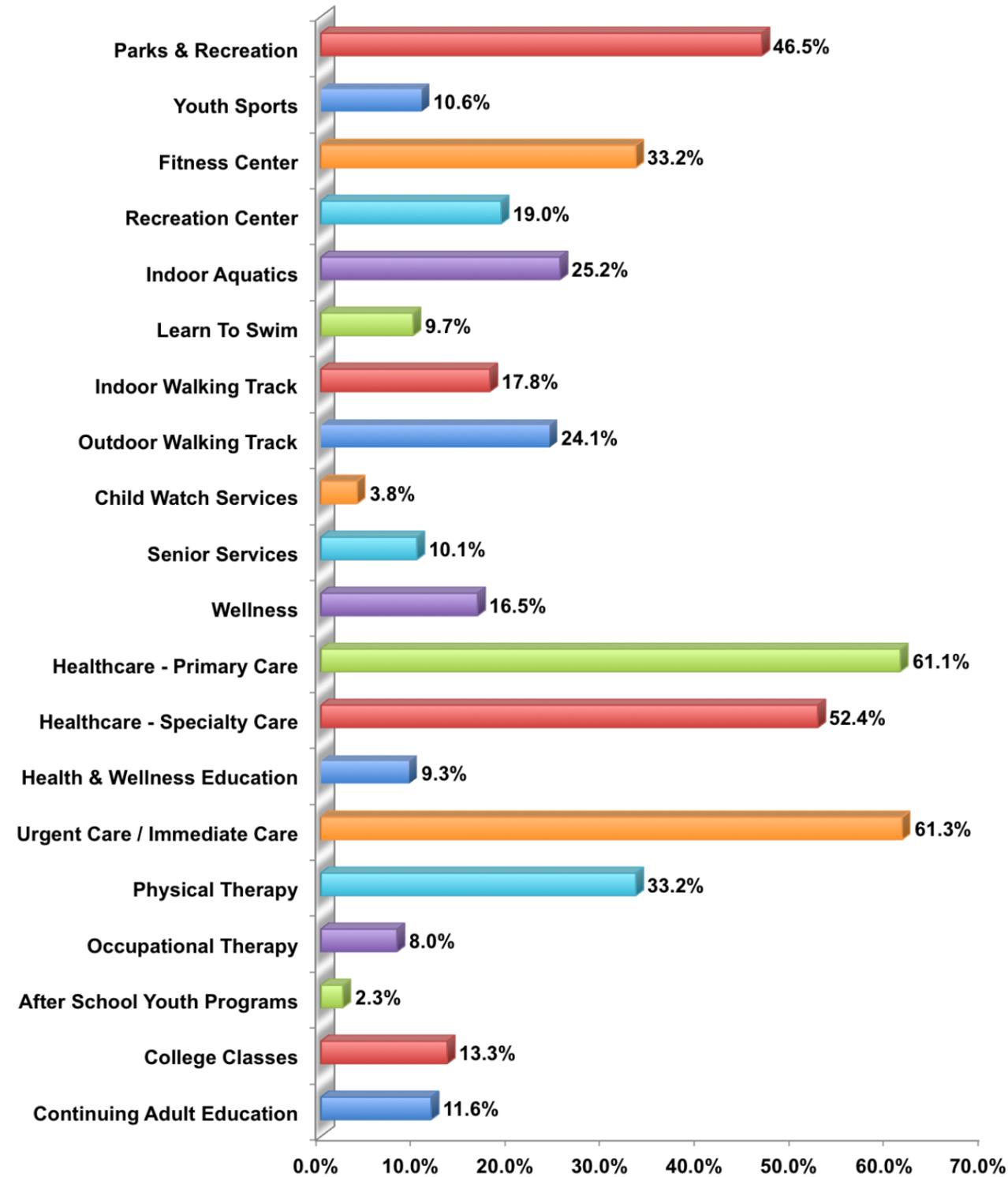
Somewhat similar patterns are found regarding an awareness of the proposed Collaborative Partners with noticeably less awareness about the specific proposed partnership organizations.



8. Canal Fulton Community Campus Survey Results

Question 8: Which Of The Following Services and Programs Do You Use Outside Of Canal Fulton?

Results:

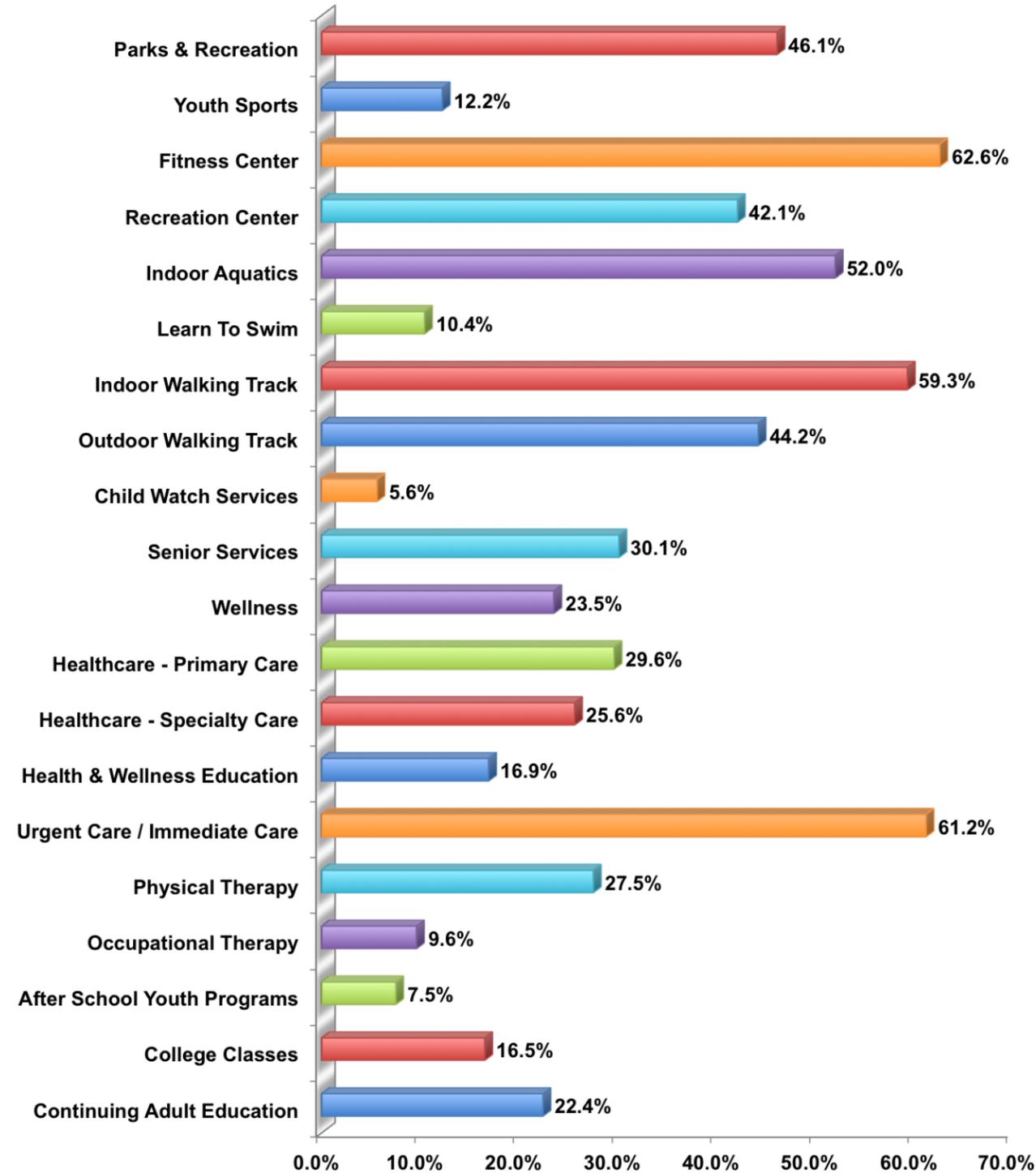


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9. Canal Fulton Community Campus Survey Results

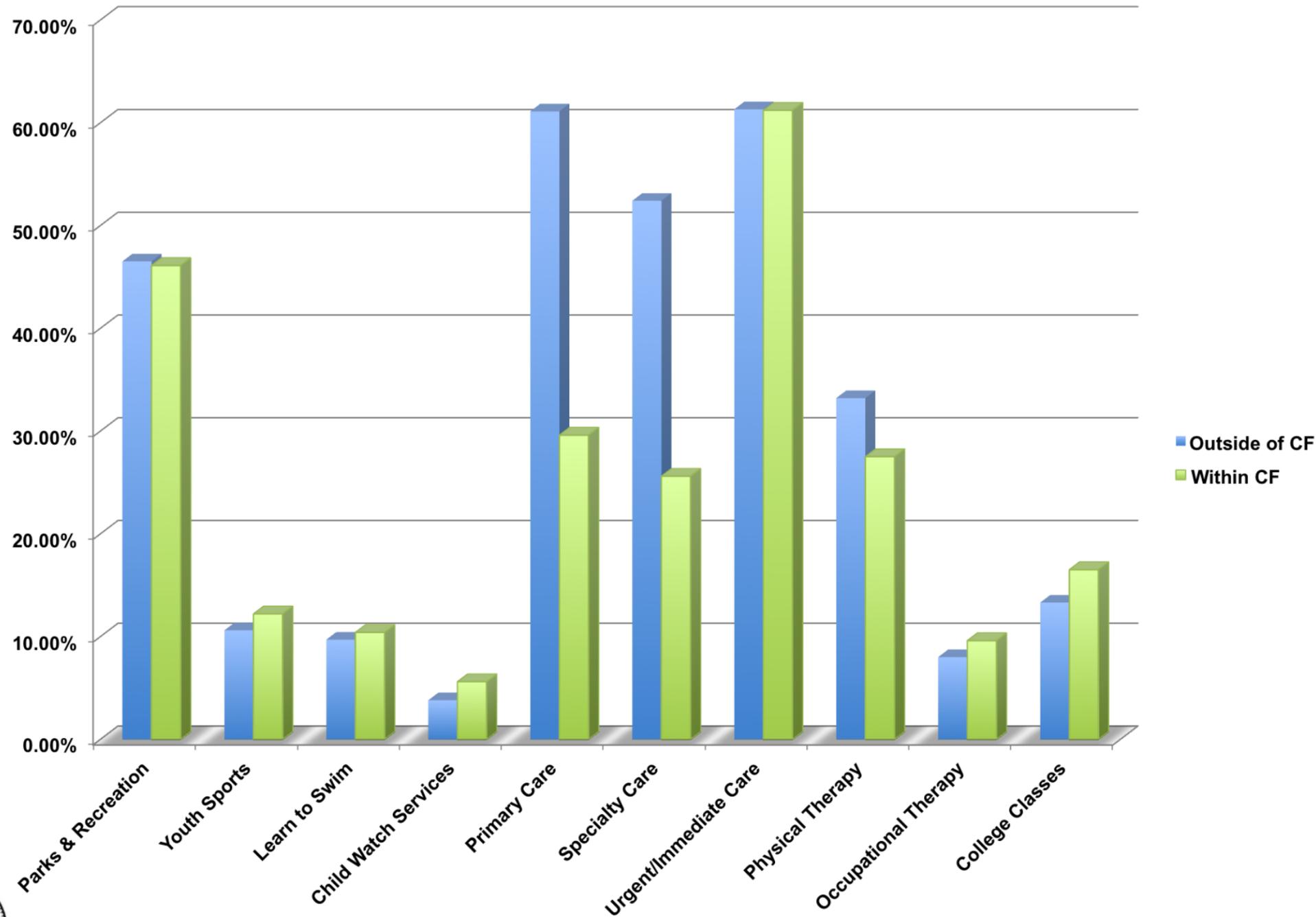
Question 9: Which Of The Following Services and Programs Would You Use If Available In Canal Fulton?

Results:



10. Canal Fulton Community Campus Survey Results

Question 8 + Question 9 Comparison Analysis: Transfer Of Services To Within Canal Fulton



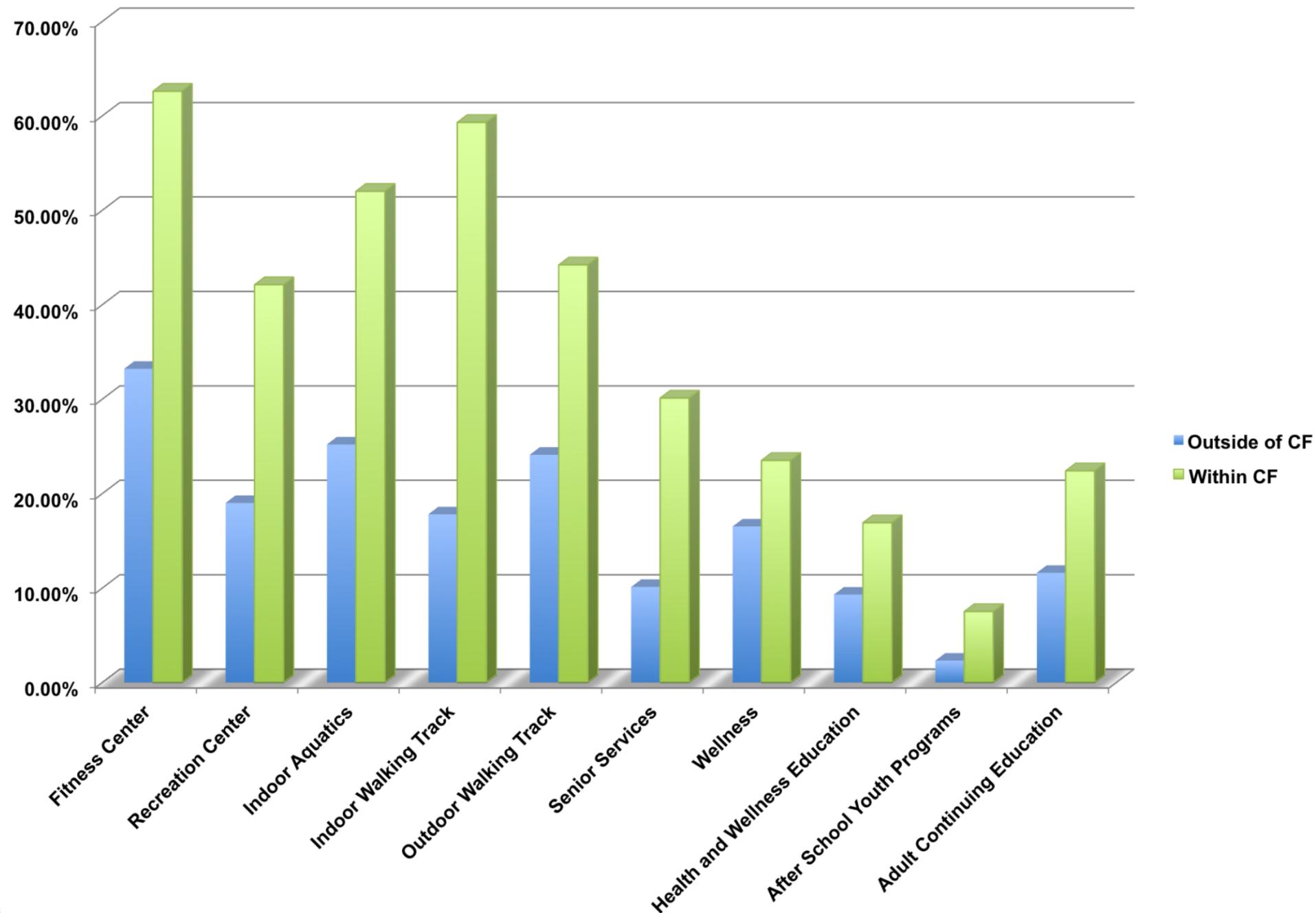
An interesting impression can be found in examining these reported use trends by category.

In general, respondents reported a likelihood of transitioning to using nearly all services in Canal Fulton that they are currently leaving the community for.



11. Canal Fulton Community Campus Survey Results

Question 8 + Question 9 Comparison Analysis: Transfer + Growth Of Services To Within Canal Fulton



Noteworthy, however, are those services and programs that elicited a reported likelihood of use that far exceeded their current use of similar services elsewhere.

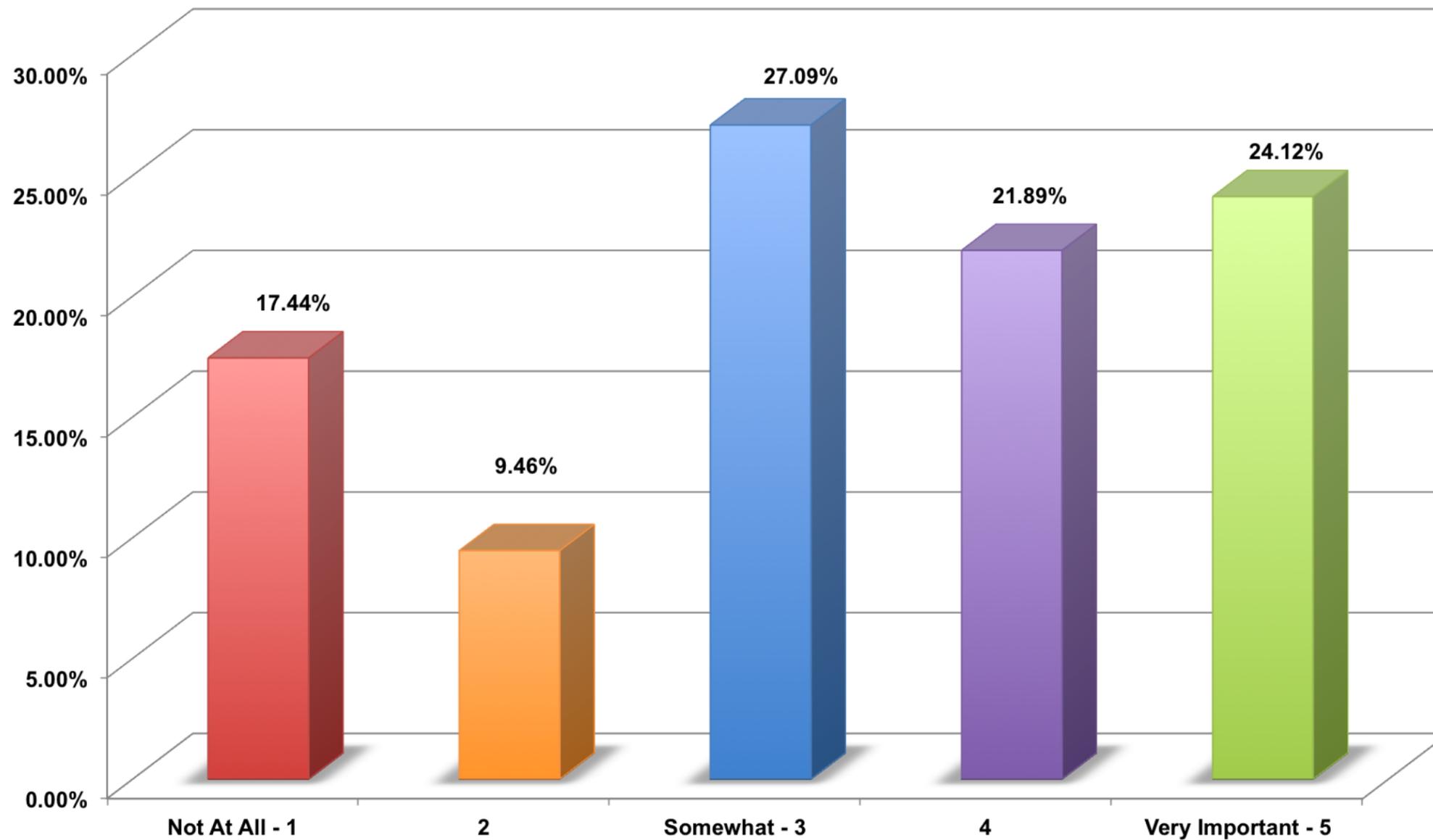
Perhaps the most prominent feature of this observation is the extent to which it may be indicative of future choices and behaviors elicited by new options and opportunities for services and programs that contribute to an improvement in the health, wellness, education and overall wellbeing of area residents.



12. Canal Fulton Community Campus Survey Results

Question 10: How Important Are These Programs And Services To You And Your Family?

Results:



When asked if the listed programs and services were important to the respondent's family, 46% indicated that they were either "Important" or "Very Important".

An additional 27% indicated some importance of these programs and services to their families.

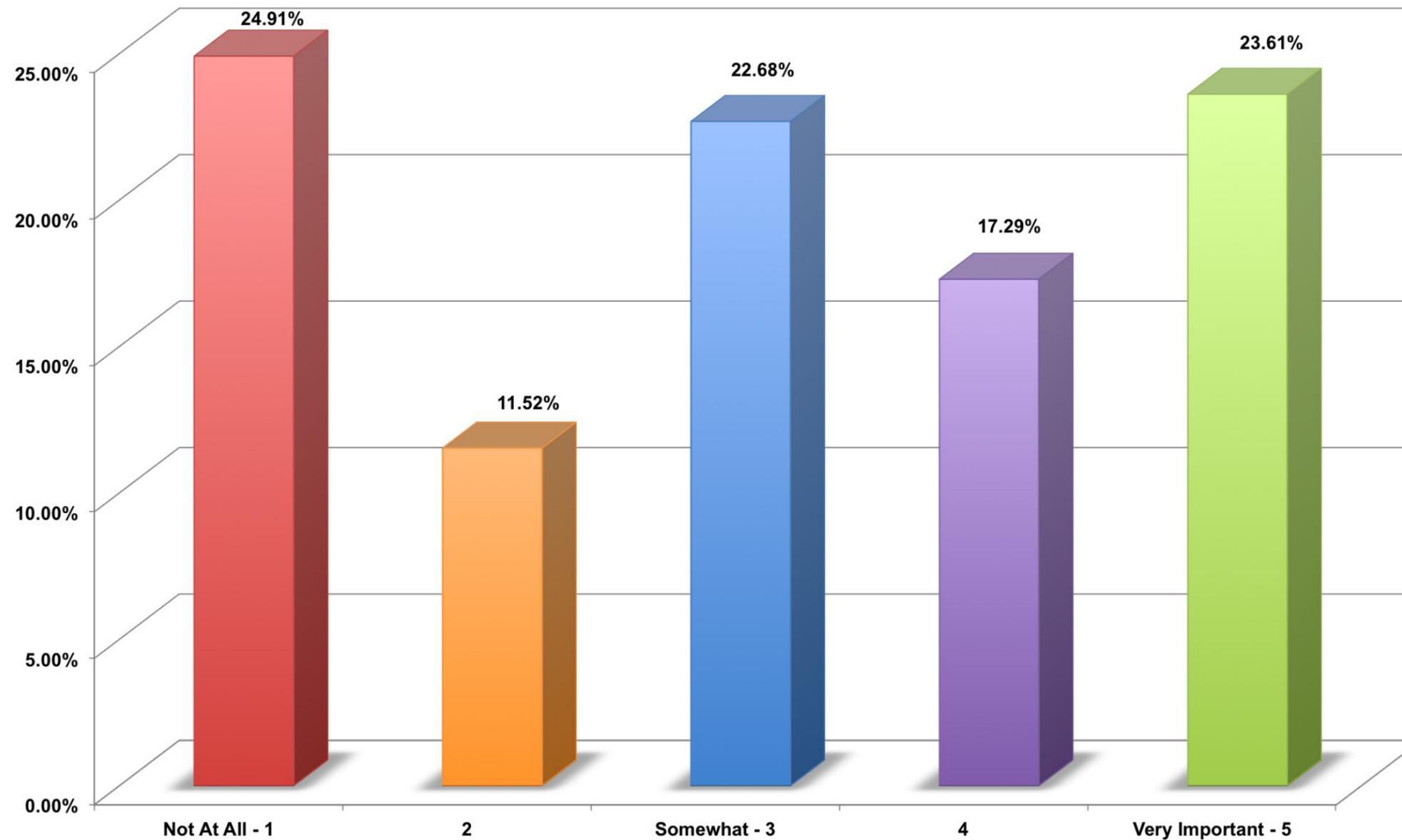
An additional 27% indicated that these were not important to their family.



13. Canal Fulton Community Campus Survey Results

Question 11: How Important Is Locating These Programs And Services Within The Canal Fulton Community?

Results:



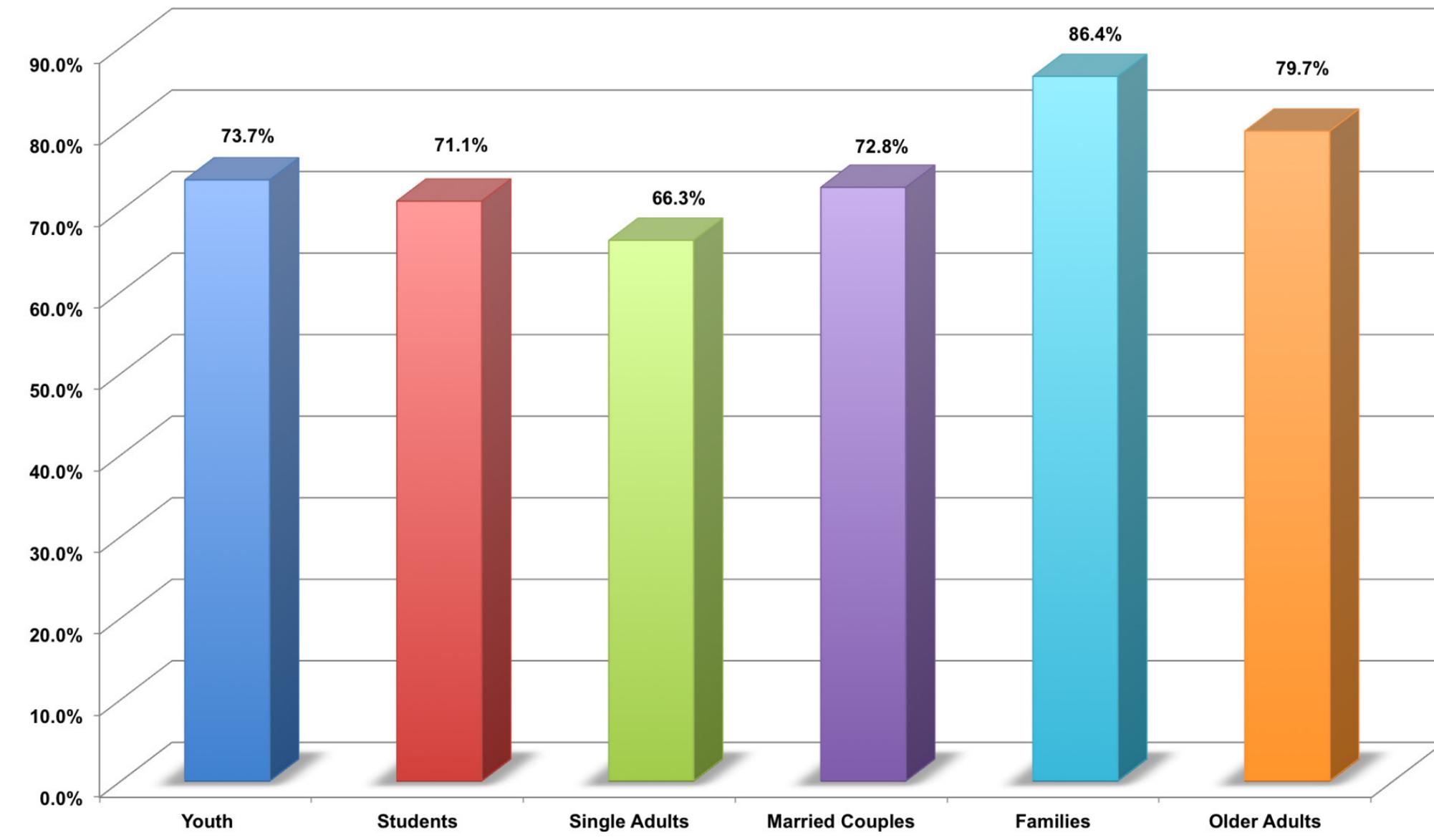
When similarly asked about the perceived importance of these services and programs to the community, 5% fewer or 41%, ranked these as “Important” or “Very Important” while 36% indicated believing that these were not of value or of slight value to the community.



14. Canal Fulton Community Campus Survey Results

Question 12: The Community Campus Could Benefit:

Results:



Respondents were asked to indicate the groups of community members that could benefit from the development of the Community Campus.

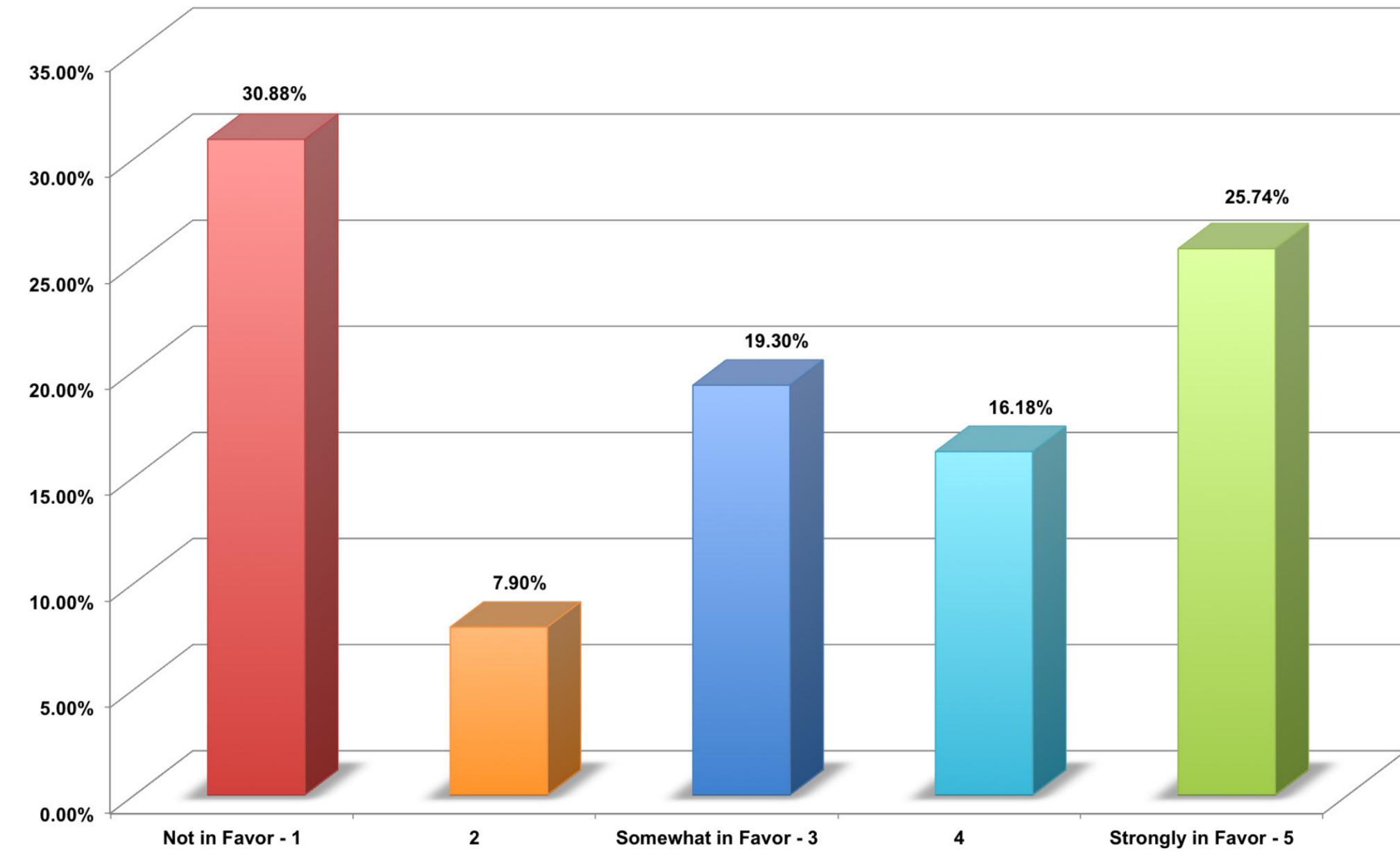
The response pattern was fairly uniform and elevated with 66% to 86% of respondents to this item indicating benefit to virtually every group described.



15. Canal Fulton Community Campus Survey Results

Question 12: How Do You Feel About The Proposed Community Campus?

Results:



Lastly, respondents were asked to indicate how they felt about the proposed project by indicating the extent to which they were or were not in favor.

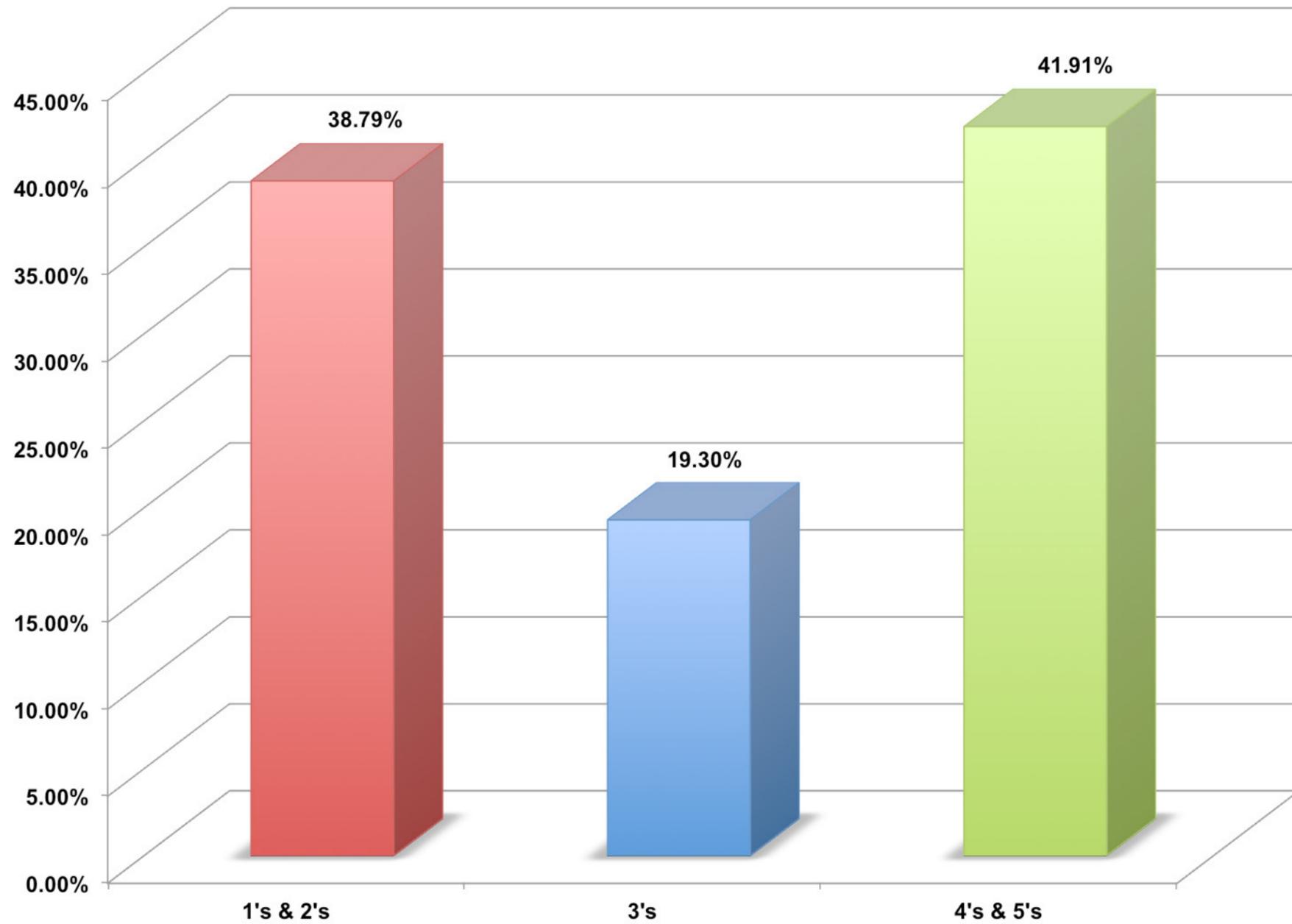
Those indicating some degree of being in favor of the project were fairly evenly distributed across three levels of interest while those not in favor were less variable in their ranking.



16. Canal Fulton Community Campus Survey Results

Question 12: How Do You Feel About The Proposed Community Campus?

Analysis:



Further examination of these responses indicate that respondents exhibiting a significant support for the project (4's and 5's) represented nearly 42% of the group, respondents exhibiting a significant lack of support for the project (1's and 2's) represented nearly 39% of the group, and those indicating being somewhat in favor (3's) represent over 19% of all respondents to this item.

