

Wahoo Community Survey

Preliminary Executive Summary for Use in Strategic Planning

August 2013

The Wahoo Community Survey was conducted online in July-August 2013 timeframe. As of the preparation of this summary report (August 19), 285 responses had been received. A more detailed report will be available later this fall. For interpretation purposes results are ranked in descending order from highest or most favored to lowest or least favored.

1. When asked to rate the general appearance of the community the following, in descending order, were listed as “excellent or good”:

- The community (80%)
- The residential areas (78%)
- Business district/downtown (59%)
- The highway entrances to town (37%)
- Vacant houses & lots (18%)

2. When asked is Wahoo is better off than five years ago:

- 50% indicated “yes”
- 40% indicated “about the same”
- 10% indicated “no”

3. Respondents were asked to provide their opinion on the following. Approximately 5-10% indicated “don’t know” or “no opinion” for these questions.

	Excellent/Good	Poor/Fair
Availability of local job opportunities	24%	66%
Quality of local job opportunities	23%	67%
Retail business availability	20%	75%

4. When asked about economic development activities, respondents provided the following feedback. The “don’t know” and “no opinion” responses ranged from 1.5% to 6%.

	Definitely/Probably	Probably Not/Definitely Not
Support the creation of new, small businesses?	97%	2%
Attracting/recruiting new businesses & industries to the area?	95%	4%
Supporting the expansion of existing businesses?	87%	9%
Developing a plan for job creation?	86%	8%
Promoting tourism?	78%	19%

5. Respondents were provided a list of various goods and services and asked to indicate where they bought the majority of them. The following table ranks those goods and services bought locally in Wahoo only.

Gasoline	85%
Heating/AC repair & service	81%
Banking/Financial	80%
Dentist	79%
Pharmacy/Medicine	79%
Plumbing	78%
Auto repair	76%
Electrical	75%
Veterinarian	70%
Beautician/Barber	67%
Auto parts (tires, batteries, etc.)	63%
Doctors	59%
Fast food	57%
Insurance	56%
Hospital	47%
Legal Services	46%
Groceries	42%
Optometrist	41%
Appliance repair	36%
Accounting Services	35%
Dining	34%
Hardware	33%
Automobiles	28%
Farm equipment	13%
TV repair	12%
Building materials	10%
Large appliances	9%
Entertainment/movies, etc.	3%
Men's clothing	2%
Sporting/rec equipment	2%
Women's clothing	1%
Furniture	1%
Children's clothing	0%
Shoes	0%

6. When asked about what types of businesses they would utilize if they were located in Wahoo respondents provided the following, sorted from highest mention to lowest.

Movie theater	87%
Appliance repair	84%
Lumber yard	82%
Shoes	73%
Sporting goods	70%
Women's clothes	69%
100-300 seat reception hall	68%
Electronics	66%
Toys	64%
Furniture	62%
Carpeting	61%
Children's clothes	56%
House cleaning	49%

7. When asked to define overall the amount of goods and services purchased outside of Wahoo the following was indicated:

- 56% Majority (>50% of goods and services)
- 36% Some (30-50% of goods and services)
- 7% A Little (10-30% of goods and services)
- 1% Hardly Any (<10% of goods and services)

8. Respondents were asked about willingness to take a job at various wages levels for part-time and full-time employment. Following are the indicated responses for each wage level:

Wage Range	Full-Time	Part-Time
\$7.65	0%	6%
\$7.65-\$10.00	5%	13%
\$10.01-\$14.50	23%	18%
\$14.51-\$18.00	24%	7%
\$18.01-\$23.00	26%	3%
\$23.01+	44%	5%

9. When asked about adequate housing types, respondents provided the following, sorted from highest to lowest “definitely/probably” responses.

ANSWER OPTIONS	Definitely/Probably	Probably Not/Definitely Not	DK/NO
Assisted living for the elderly	60%	14%	26%
Affordable housing for middle-income families	48%	28%	24%
Apartments to rent	39%	25%	36%
Affordable housing for low-income families	37%	20%	43%
Houses to rent	33%	33%	33%
Retirement housing to rent	32%	24%	43%
Retirement housing to own	29%	29%	42%

Due to the relative high number of “don’t know” or “no opinion” responses to the question this data can be misleading. For additional insight please review the following table as the “don’t know” or “no opinion” responses are removed and the percentages recalculated with a smaller denominator.

ANSWER OPTIONS	Definitely/Probably	Probably Not/Definitely Not
Assisted living for the elderly	81%	19%
Affordable housing for low-income families	64%	36%
Affordable housing for middle-income families	63%	37%
Apartments to rent	61%	39%
Retirement housing to rent	57%	43%
Retirement housing to own	51%	49%
Houses to rent	50%	50%

10. Respondents were asked to rate the following options from most important to least important. In this instance the lower number is the most desired option, listed in descending order:

ANSWER OPTIONS	RATING AVERAGE
Chestnut Street Redevelopment/Reconstruction (1st to 12th streets, Highway 77)	2.81
Walking/Bike Trail Development	2.90
Civic Center Expansion	3.36
Hackberry Park Development	3.44
Luther/Kennedy Campus Redevelopment	3.73
Gymnasium Expansion	4.76

11. When asked to indicate their preference as it relates to the City focusing its planning and resources the following were rated, from most desired, in descending order with the lower number the most desired option:

ANSWER OPTIONS	RATING AVERAGE
Street Repairs/Overlay Projects	1.50
Development of City Owned Recycling Location	2.82
Sidewalk maintenance program	2.43
Community forestry/street tree program	3.26

12. In relation to the Expressway, respondents ranked the following projects, listed in descending order from most desired with the lower number the most desired option:

ANSWER OPTIONS	RATING AVERAGE
Redesign of the Chestnut and 12th Street intersection	2.20
Business incentives	2.37
Enhanced street lighting on North Chestnut	3.10
Enhanced signage	3.13
Development of lots	3.44

13. When asked about the impact of the new Expressway around Wahoo, respondents answered with the following:

- 62% “good for Wahoo”
- 30% “bad for Wahoo”
- 8% “no effect”