



**THE NCS**<sup>TM</sup>  
The National Citizen Survey<sup>TM</sup>

# Conshohocken, PA

Technical Appendices

2017



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## 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 Conshohocken:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Conshohocken as a place to live	53%	N=233	42%	N=187	4%	N=19	1%	N=4	100%	N=442
Your neighborhood as a place to live	44%	N=192	45%	N=199	9%	N=40	2%	N=10	100%	N=441
Conshohocken as a place to raise children	35%	N=123	44%	N=156	17%	N=61	3%	N=12	100%	N=352
Conshohocken as a place to work	41%	N=118	44%	N=128	14%	N=40	1%	N=4	100%	N=290
Conshohocken as a place to visit	26%	N=108	48%	N=198	20%	N=84	6%	N=24	100%	N=414
Conshohocken as a place to retire	23%	N=72	32%	N=98	24%	N=74	21%	N=66	100%	N=311
The overall quality of life in Conshohocken	34%	N=150	58%	N=252	7%	N=32	1%	N=4	100%	N=437

Table 2: Question 2

Please rate each of the following characteristics as they relate to Conshohocken as a whole:	Excellent		Good		Fair		Poor		Total	
	%	N	%	N	%	N	%	N	%	N
Overall feeling of safety in Conshohocken	41%	N=182	53%	N=234	4%	N=18	2%	N=7	100%	N=441
Overall ease of getting to the places you usually have to visit	35%	N=156	45%	N=197	15%	N=68	4%	N=20	100%	N=441
Quality of overall natural environment in Conshohocken	20%	N=89	50%	N=218	24%	N=104	6%	N=26	100%	N=437
Overall “built environment” of Conshohocken (including overall design, buildings, parks and transportation systems)	14%	N=61	50%	N=219	31%	N=138	5%	N=23	100%	N=441
Health and wellness opportunities in Conshohocken	26%	N=106	47%	N=193	24%	N=97	4%	N=16	100%	N=413
Overall opportunities for education and enrichment	14%	N=48	40%	N=132	35%	N=117	10%	N=33	100%	N=330
Overall economic health of Conshohocken	21%	N=77	58%	N=216	18%	N=68	4%	N=13	100%	N=374
Sense of community	23%	N=98	49%	N=213	21%	N=92	7%	N=31	100%	N=434
Overall image or reputation of Conshohocken	28%	N=125	55%	N=243	13%	N=58	3%	N=13	100%	N=439

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	
	%	N	%	N	%	N	%	N	%	N
Recommend living in Conshohocken to someone who asks	69%	N=304	25%	N=110	4%	N=16	3%	N=11	100%	N=441
Remain in Conshohocken for the next five years	47%	N=203	37%	N=160	8%	N=36	8%	N=34	100%	N=433

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	
	%	N	%	N	%	N	%	N	%	N	%	N
In your neighborhood during the day	84%	N=371	12%	N=54	1%	N=4	1%	N=5	2%	N=8	100%	N=441
In Conshohocken's downtown/commercial area during the day	84%	N=371	12%	N=53	1%	N=5	1%	N=5	1%	N=6	100%	N=439

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Table 5: Question 5

Please rate each of the following characteristics as they relate to Conshohocken as a whole:	Excellent		Good		Fair		Poor		Total	
Traffic flow on major streets	5%	N=21	26%	N=113	32%	N=142	37%	N=164	100%	N=439
Ease of public parking	5%	N=23	27%	N=117	43%	N=187	25%	N=106	100%	N=434
Ease of travel by car in Conshohocken	10%	N=43	42%	N=184	37%	N=163	11%	N=50	100%	N=440
Ease of travel by public transportation in Conshohocken	19%	N=53	48%	N=135	22%	N=62	10%	N=28	100%	N=279
Ease of travel by bicycle in Conshohocken	26%	N=83	44%	N=140	24%	N=77	7%	N=21	100%	N=322
Ease of walking in Conshohocken	43%	N=189	43%	N=188	12%	N=51	2%	N=10	100%	N=438
Availability of paths and walking trails	45%	N=193	40%	N=170	12%	N=50	3%	N=13	100%	N=426
Air quality	19%	N=79	52%	N=219	25%	N=105	5%	N=22	100%	N=425
Cleanliness of Conshohocken	21%	N=94	54%	N=238	22%	N=97	3%	N=12	100%	N=441
Overall appearance of Conshohocken	21%	N=90	57%	N=251	21%	N=91	2%	N=9	100%	N=441
Public places where people want to spend time	21%	N=90	52%	N=226	23%	N=101	4%	N=17	100%	N=433
Variety of housing options	18%	N=76	41%	N=176	32%	N=137	9%	N=38	100%	N=426
Availability of affordable quality housing	7%	N=27	31%	N=125	41%	N=163	22%	N=87	100%	N=403
Fitness opportunities (including exercise classes and paths or trails, etc.)	37%	N=154	44%	N=185	14%	N=60	5%	N=20	100%	N=419
Recreational opportunities	24%	N=101	50%	N=208	21%	N=86	5%	N=21	100%	N=415
Availability of affordable quality food	34%	N=151	43%	N=191	17%	N=73	6%	N=25	100%	N=440
Availability of affordable quality health care	18%	N=55	49%	N=153	26%	N=81	8%	N=24	100%	N=313
Availability of preventive health services	14%	N=42	47%	N=140	29%	N=87	10%	N=31	100%	N=300
Availability of affordable quality mental health care	9%	N=15	34%	N=57	34%	N=58	23%	N=39	100%	N=170

Table 6: Question 6

Please rate each of the following characteristics as they relate to Conshohocken as a whole:	Excellent		Good		Fair		Poor		Total	
Availability of affordable quality child care/preschool	16%	N=22	36%	N=51	32%	N=45	17%	N=24	100%	N=143
K-12 education	38%	N=65	41%	N=70	14%	N=24	7%	N=13	100%	N=172
Adult educational opportunities	8%	N=13	36%	N=64	34%	N=59	22%	N=39	100%	N=175
Opportunities to attend cultural/arts/music activities	6%	N=20	38%	N=124	37%	N=121	20%	N=65	100%	N=331
Opportunities to participate in religious or spiritual events and activities	24%	N=66	49%	N=136	21%	N=60	6%	N=16	100%	N=278
Employment opportunities	13%	N=33	47%	N=120	30%	N=77	9%	N=24	100%	N=253
Shopping opportunities	9%	N=38	31%	N=135	39%	N=167	22%	N=94	100%	N=434
Cost of living in Conshohocken	4%	N=17	43%	N=184	42%	N=180	12%	N=52	100%	N=433
Overall quality of business and service establishments in Conshohocken	17%	N=74	59%	N=254	20%	N=88	3%	N=15	100%	N=431
Vibrant downtown/commercial area	16%	N=72	50%	N=216	29%	N=127	5%	N=22	100%	N=437
Overall quality of new development in Conshohocken	14%	N=57	48%	N=193	28%	N=111	10%	N=40	100%	N=401
Opportunities to participate in social events and activities	17%	N=65	48%	N=188	27%	N=106	8%	N=32	100%	N=390
Opportunities to volunteer	16%	N=42	39%	N=103	32%	N=84	12%	N=32	100%	N=262
Opportunities to participate in community matters	12%	N=38	43%	N=134	34%	N=106	10%	N=33	100%	N=310
Openness and acceptance of the community toward people of diverse backgrounds	19%	N=65	51%	N=174	24%	N=83	6%	N=20	100%	N=341
Neighborliness of residents in Conshohocken	20%	N=85	47%	N=196	27%	N=115	6%	N=25	100%	N=421
Value of K-12 services for taxes paid	27%	N=44	40%	N=64	22%	N=35	11%	N=18	100%	N=162

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Table 7: Question 7

Please indicate whether or not you have done each of the following in the last 12 months.	No		Yes		Total	
	%	N	%	N	%	N
Made efforts to conserve water	25%	N=111	75%	N=326	100%	N=437
Made efforts to make your home more energy efficient	28%	N=122	72%	N=316	100%	N=438
Observed a code violation or other hazard in Conshohocken (weeds, abandoned buildings, etc.)	46%	N=204	54%	N=235	100%	N=438
Household member was a victim of a crime in Conshohocken	92%	N=403	8%	N=36	100%	N=439
Reported a crime to the police in Conshohocken	84%	N=366	16%	N=70	100%	N=436
Stocked supplies in preparation for an emergency	73%	N=321	27%	N=118	100%	N=439
Campaigned or advocated for an issue, cause or candidate	76%	N=335	24%	N=103	100%	N=438
Contacted the Borough of Conshohocken (in-person, phone, email or web) for help or information	58%	N=254	42%	N=185	100%	N=439
Contacted Conshohocken elected officials (in-person, phone, email or web) to express your opinion	76%	N=332	24%	N=107	100%	N=439

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 Conshohocken?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
	%	N	%	N	%	N	%	N	%	N
Used Conshohocken recreation centers or their services	9%	N=39	11%	N=47	29%	N=125	51%	N=223	100%	N=434
Visited a neighborhood park or Borough park	20%	N=88	26%	N=115	37%	N=163	16%	N=70	100%	N=435
Used Conshohocken public libraries or their services	3%	N=15	16%	N=68	24%	N=103	57%	N=251	100%	N=437
Participated in religious or spiritual activities in Conshohocken	6%	N=25	17%	N=72	16%	N=71	61%	N=267	100%	N=435
Attended a Borough-sponsored event	2%	N=8	5%	N=22	53%	N=229	40%	N=175	100%	N=434
Used bus, rail, subway or other public transportation instead of driving	9%	N=38	20%	N=85	36%	N=156	36%	N=156	100%	N=435
Carpooled with other adults or children instead of driving alone	8%	N=33	14%	N=61	20%	N=86	59%	N=255	100%	N=434
Walked or biked instead of driving	28%	N=124	37%	N=161	15%	N=64	20%	N=87	100%	N=436
Volunteered your time to some group/activity in Conshohocken	5%	N=21	4%	N=17	12%	N=53	79%	N=345	100%	N=436
Participated in a club	4%	N=19	5%	N=23	8%	N=35	82%	N=358	100%	N=436
Talked to or visited with your immediate neighbors	40%	N=174	29%	N=125	20%	N=87	11%	N=49	100%	N=436
Done a favor for a neighbor	19%	N=85	25%	N=108	32%	N=140	24%	N=104	100%	N=436

Table 9: Question 9

Thinking about local public meetings (of local elected officials like Borough 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	
	%	N	%	N	%	N	%	N	%	N
Attended a local public meeting	1%	N=4	3%	N=11	16%	N=67	81%	N=348	100%	N=430
Watched (online or on television) a local public meeting	1%	N=5	2%	N=8	9%	N=37	88%	N=383	100%	N=433

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Table 10: Question 10

Please rate the quality of each of the following services in Conshohocken:	Excellent		Good		Fair		Poor		Total	
Police/Sheriff services	45%	N=167	44%	N=160	9%	N=32	2%	N=9	100%	N=369
Fire services	55%	N=179	40%	N=131	3%	N=11	1%	N=5	100%	N=326
Ambulance or emergency medical services	46%	N=118	46%	N=119	5%	N=13	3%	N=8	100%	N=257
Crime prevention	32%	N=101	52%	N=166	13%	N=41	3%	N=9	100%	N=317
Fire prevention and education	31%	N=80	46%	N=120	17%	N=46	6%	N=15	100%	N=261
Traffic enforcement	19%	N=68	35%	N=127	28%	N=103	18%	N=68	100%	N=367
Street repair	11%	N=43	35%	N=139	37%	N=144	17%	N=66	100%	N=392
Street cleaning	16%	N=60	44%	N=168	31%	N=117	10%	N=39	100%	N=385
Street lighting	19%	N=80	50%	N=214	25%	N=107	6%	N=27	100%	N=428
Snow removal	15%	N=63	46%	N=187	28%	N=114	11%	N=44	100%	N=409
Sidewalk maintenance	10%	N=42	48%	N=198	27%	N=113	15%	N=63	100%	N=416
Traffic signal timing	8%	N=35	36%	N=150	28%	N=118	28%	N=118	100%	N=420
Bus or transit services	18%	N=42	52%	N=121	24%	N=56	6%	N=14	100%	N=233
Garbage collection	45%	N=184	46%	N=188	7%	N=28	1%	N=4	100%	N=405
Recycling	44%	N=179	46%	N=184	8%	N=34	1%	N=6	100%	N=403
Yard waste pick-up	46%	N=138	45%	N=135	8%	N=23	2%	N=6	100%	N=302
Storm drainage	23%	N=80	48%	N=172	22%	N=78	7%	N=25	100%	N=355
Drinking water	25%	N=103	45%	N=185	20%	N=81	11%	N=45	100%	N=414
Sewer services	29%	N=112	49%	N=191	16%	N=62	7%	N=25	100%	N=389
Power (electric and/or gas) utility	30%	N=126	57%	N=238	12%	N=50	1%	N=6	100%	N=420
Utility billing	24%	N=99	54%	N=225	18%	N=76	4%	N=16	100%	N=416
Borough parks	28%	N=113	56%	N=229	14%	N=59	2%	N=8	100%	N=409
Recreation programs or classes	19%	N=45	51%	N=117	25%	N=58	4%	N=10	100%	N=230
Recreation centers or facilities	17%	N=44	54%	N=141	25%	N=67	4%	N=11	100%	N=263
Land use, planning and zoning	10%	N=31	35%	N=105	34%	N=100	21%	N=61	100%	N=297
Code enforcement (weeds, abandoned buildings, etc.)	11%	N=36	31%	N=100	36%	N=114	22%	N=70	100%	N=320
Animal control	15%	N=41	46%	N=123	27%	N=73	12%	N=32	100%	N=270
Economic development	14%	N=45	53%	N=169	25%	N=81	8%	N=26	100%	N=321
Health services	15%	N=36	53%	N=126	29%	N=68	4%	N=9	100%	N=240
Public library services	33%	N=90	50%	N=137	12%	N=33	4%	N=12	100%	N=272
Public information services	18%	N=44	48%	N=120	26%	N=64	8%	N=20	100%	N=249
Cable television	20%	N=70	50%	N=175	23%	N=78	7%	N=24	100%	N=347
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	17%	N=35	45%	N=92	24%	N=50	14%	N=29	100%	N=206
Preservation of natural areas such as open space, farmlands and greenbelts	12%	N=37	33%	N=104	29%	N=92	27%	N=84	100%	N=317
Conshohocken open space	10%	N=35	38%	N=136	29%	N=105	24%	N=85	100%	N=360
Borough-sponsored special events	18%	N=60	50%	N=164	27%	N=87	5%	N=16	100%	N=326
Overall customer service by Conshohocken employees (police, receptionists, planners, etc.)	26%	N=88	52%	N=175	19%	N=63	4%	N=13	100%	N=339

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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 Borough of Conshohocken	20%	N=77	60%	N=237	17%	N=66	3%	N=13	100%	N=393
The Federal Government	5%	N=17	33%	N=117	42%	N=147	20%	N=71	100%	N=353

Table 12: Question 12

Please rate the following categories of Conshohocken government performance:	Excellent		Good		Fair		Poor		Total	
The value of services for the taxes paid to the Borough of Conshohocken	17%	N=58	50%	N=174	26%	N=92	7%	N=24	100%	N=348
The overall direction that Conshohocken is taking	18%	N=71	54%	N=210	18%	N=71	10%	N=39	100%	N=391
The job Conshohocken government does at welcoming citizen involvement	14%	N=45	39%	N=123	32%	N=102	14%	N=44	100%	N=314
Overall confidence in Conshohocken government	11%	N=38	49%	N=176	30%	N=109	10%	N=36	100%	N=360
Generally acting in the best interest of the community	13%	N=48	47%	N=171	26%	N=95	14%	N=49	100%	N=363
Being honest	14%	N=44	48%	N=154	26%	N=82	12%	N=40	100%	N=320
Treating all residents fairly	18%	N=59	49%	N=161	20%	N=64	13%	N=42	100%	N=326

Table 13: Question 13

Please rate how important, if at all, you think it is for the Conshohocken 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 Conshohocken	52%	N=224	33%	N=142	12%	N=54	3%	N=11	100%	N=431
Overall ease of getting to the places you usually have to visit	36%	N=155	43%	N=184	18%	N=78	3%	N=11	100%	N=428
Quality of overall natural environment in Conshohocken	32%	N=138	47%	N=201	19%	N=83	2%	N=7	100%	N=429
Overall "built environment" of Conshohocken (including overall design, buildings, parks and transportation systems)	40%	N=174	46%	N=199	12%	N=52	1%	N=5	100%	N=430
Health and wellness opportunities in Conshohocken	20%	N=86	40%	N=172	34%	N=147	5%	N=23	100%	N=429
Overall opportunities for education and enrichment	20%	N=86	40%	N=173	33%	N=142	7%	N=29	100%	N=430
Overall economic health of Conshohocken	42%	N=180	46%	N=197	11%	N=48	1%	N=5	100%	N=429
Sense of community	36%	N=156	43%	N=185	18%	N=79	2%	N=9	100%	N=429

Table 14: Question 14

In the past 12 months, have you relocated back to the Borough of Conshohocken after having lived elsewhere?	Percent	Number
Yes	7%	N=30
No	83%	N=353
I have relocated, but not in the last 12 months	9%	N=40
Total	100%	N=423

Table 15: Question 15

What is the single most important type of residential unit needed in Conshohocken?	Percent	Number
Single family detached homes	31%	N=132
Single family semi-detached homes	11%	N=48
Apartments/condominiums	8%	N=34
Rowhome/townhome	10%	N=42
Age-restricted homes	6%	N=27
No new residential buildings are needed	33%	N=139
Total	100%	N=421

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Table 16: Question 16

Please rate how important, if at all, each of the following issues are for the Borough of Conshohocken in the next five years:	Essential		Very important		Somewhat important		Not at all important		Total	
	%	N	%	N	%	N	%	N	%	N
Increasing the amount of activities for seniors	10%	N=43	31%	N=135	42%	N=180	17%	N=72	100%	N=429
Increasing the amount of activities for youth	19%	N=81	47%	N=204	28%	N=119	6%	N=26	100%	N=429
Providing more affordable housing	26%	N=113	34%	N=146	26%	N=110	14%	N=60	100%	N=429
Increasing arts and cultural opportunities	19%	N=83	37%	N=158	36%	N=156	7%	N=31	100%	N=427
Providing additional community recreation facilities	12%	N=52	36%	N=155	41%	N=176	11%	N=46	100%	N=428
Growth management	39%	N=165	40%	N=171	17%	N=72	4%	N=18	100%	N=425
Increasing employment opportunities	19%	N=82	41%	N=174	35%	N=149	5%	N=21	100%	N=427
Protecting natural resources	46%	N=195	38%	N=161	14%	N=61	3%	N=11	100%	N=428
Improving traffic and road conditions	62%	N=268	28%	N=119	9%	N=39	1%	N=4	100%	N=431
Improving public transportation	22%	N=92	35%	N=151	36%	N=155	7%	N=30	100%	N=428

Table 17: 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	
	%	N	%	N	%	N	%	N	%	N	%	N
Recycle at home	2%	N=7	1%	N=6	4%	N=19	12%	N=53	80%	N=337	100%	N=421
Purchase goods or services from a business located in Conshohocken	2%	N=9	4%	N=17	37%	N=154	41%	N=174	16%	N=69	100%	N=423
Eat at least 5 portions of fruits and vegetables a day	2%	N=9	14%	N=57	30%	N=125	28%	N=119	26%	N=111	100%	N=421
Participate in moderate or vigorous physical activity	2%	N=8	9%	N=37	27%	N=113	32%	N=135	31%	N=131	100%	N=424
Read or watch local news (via television, paper, computer, etc.)	3%	N=14	11%	N=45	21%	N=89	28%	N=119	37%	N=155	100%	N=421
Vote in local elections	10%	N=44	14%	N=59	13%	N=54	18%	N=76	45%	N=190	100%	N=424

Table 18: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	28%	N=120
Very good	49%	N=210
Good	19%	N=81
Fair	3%	N=14
Poor	0%	N=2
Total	100%	N=426

Table 19: 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	6%	N=28
Somewhat positive	28%	N=119
Neutral	53%	N=225
Somewhat negative	11%	N=47
Very negative	2%	N=8
Total	100%	N=427



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Table 20: Question D4

What is your employment status?	Percent	Number
Working full time for pay	79%	N=333
Working part time for pay	5%	N=23
Unemployed, looking for paid work	2%	N=10
Unemployed, not looking for paid work	2%	N=10
Fully retired	11%	N=46
Total	100%	N=422

Table 21: Question D5

Do you work inside the boundaries of Conshohocken?	Percent	Number
Yes, outside the home	14%	N=60
Yes, from home	9%	N=36
No	77%	N=322
Total	100%	N=418

Table 22: Question D6

How many years have you lived in Conshohocken?	Percent	Number
Less than 2 years	19%	N=81
2 to 5 years	34%	N=144
6 to 10 years	17%	N=71
11 to 20 years	9%	N=38
More than 20 years	22%	N=93
Total	100%	N=427

Table 23: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	14%	N=61
Building with two or more homes (duplex, townhome, apartment or condominium)	80%	N=340
Mobile home	0%	N=1
Other	6%	N=25
Total	100%	N=427

Table 24: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	42%	N=180
Owned	58%	N=244
Total	100%	N=424

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Table 25: 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	2%	N=6
\$300 to \$599 per month	7%	N=29
\$600 to \$999 per month	10%	N=42
\$1,000 to \$1,499 per month	28%	N=115
\$1,500 to \$2,499 per month	47%	N=194
\$2,500 or more per month	6%	N=26
Total	100%	N=412

Table 26: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	80%	N=340
Yes	20%	N=84
Total	100%	N=424

Table 27: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	83%	N=350
Yes	17%	N=73
Total	100%	N=423

Table 28: 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	7%	N=29
\$25,000 to \$49,999	11%	N=44
\$50,000 to \$99,999	27%	N=108
\$100,000 to \$149,999	27%	N=111
\$150,000 or more	28%	N=114
Total	100%	N=406

Table 29: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	96%	N=403
Yes, I consider myself to be Spanish, Hispanic or Latino	4%	N=17
Total	100%	N=420

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Table 30: 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=5
Asian, Asian Indian or Pacific Islander	2%	N=7
Black or African American	2%	N=8
White	93%	N=391
Other	3%	N=12

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

Table 31: Question D15

In which category is your age?	Percent	Number
18 to 24 years	4%	N=18
25 to 34 years	44%	N=186
35 to 44 years	19%	N=78
45 to 54 years	10%	N=41
55 to 64 years	9%	N=40
65 to 74 years	9%	N=39
75 years or older	5%	N=20
Total	100%	N=421

Table 32: Question D16

What is your sex?	Percent	Number
Female	50%	N=212
Male	50%	N=209
Total	100%	N=421

Table 33: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	78%	N=332
Land line	11%	N=45
Both	11%	N=46
Total	100%	N=424

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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 34: Question 1

Please rate each of the following aspects of quality of life in Conshohocken:	Excellent		Good		Fair		Poor		Don't know		Total	
Conshohocken as a place to live	53%	N=233	42%	N=187	4%	N=19	1%	N=4	0%	N=0	100%	N=442
Your neighborhood as a place to live	44%	N=192	45%	N=199	9%	N=40	2%	N=10	0%	N=1	100%	N=442
Conshohocken as a place to raise children	28%	N=123	35%	N=156	14%	N=61	3%	N=12	20%	N=90	100%	N=442
Conshohocken as a place to work	27%	N=118	29%	N=128	9%	N=40	1%	N=4	34%	N=148	100%	N=438
Conshohocken as a place to visit	25%	N=108	45%	N=198	19%	N=84	5%	N=24	6%	N=26	100%	N=440
Conshohocken as a place to retire	17%	N=72	23%	N=98	17%	N=74	15%	N=66	29%	N=125	100%	N=436
The overall quality of life in Conshohocken	34%	N=150	57%	N=252	7%	N=32	1%	N=4	1%	N=4	100%	N=441

Table 35: Question 2

Please rate each of the following characteristics as they relate to Conshohocken as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
Overall feeling of safety in Conshohocken	41%	N=182	53%	N=234	4%	N=18	2%	N=7	0%	N=0	100%	N=441
Overall ease of getting to the places you usually have to visit	35%	N=156	45%	N=197	15%	N=68	4%	N=20	0%	N=1	100%	N=442
Quality of overall natural environment in Conshohocken	20%	N=89	50%	N=218	24%	N=104	6%	N=26	1%	N=3	100%	N=441
Overall "built environment" of Conshohocken (including overall design, buildings, parks and transportation systems)	14%	N=61	49%	N=219	31%	N=138	5%	N=23	0%	N=1	100%	N=442
Health and wellness opportunities in Conshohocken	24%	N=106	44%	N=193	22%	N=97	4%	N=16	6%	N=28	100%	N=441
Overall opportunities for education and enrichment	11%	N=48	30%	N=132	27%	N=117	7%	N=33	25%	N=109	100%	N=439
Overall economic health of Conshohocken	18%	N=77	49%	N=216	15%	N=68	3%	N=13	15%	N=65	100%	N=439
Sense of community	22%	N=98	48%	N=213	21%	N=92	7%	N=31	1%	N=5	100%	N=439
Overall image or reputation of Conshohocken	28%	N=125	55%	N=243	13%	N=58	3%	N=13	0%	N=1	100%	N=440

Table 36: 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 Conshohocken to someone who asks	69%	N=304	25%	N=110	4%	N=16	3%	N=11	0%	N=1	100%	N=442
Remain in Conshohocken for the next five years	46%	N=203	36%	N=160	8%	N=36	8%	N=34	2%	N=8	100%	N=441

Table 37: 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	12%	N=54	1%	N=4	1%	N=5	2%	N=8	0%	N=1	100%	N=442
In Conshohocken's downtown/commercial area during the day	84%	N=371	12%	N=53	1%	N=5	1%	N=5	1%	N=6	1%	N=3	100%	N=442

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Table 38: Question 5

Please rate each of the following characteristics as they relate to Conshohocken as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Traffic flow on major streets	5%	N=21	26%	N=113	32%	N=142	37%	N=164	0%	N=2	100%	N=441
Ease of public parking	5%	N=23	26%	N=117	42%	N=187	24%	N=106	2%	N=8	100%	N=442
Ease of travel by car in Conshohocken	10%	N=43	42%	N=184	37%	N=163	11%	N=50	0%	N=1	100%	N=441
Ease of travel by public transportation in Conshohocken	12%	N=53	31%	N=135	14%	N=62	6%	N=28	37%	N=163	100%	N=442
Ease of travel by bicycle in Conshohocken	19%	N=83	32%	N=140	18%	N=77	5%	N=21	27%	N=116	100%	N=439
Ease of walking in Conshohocken	43%	N=189	43%	N=188	12%	N=51	2%	N=10	1%	N=2	100%	N=440
Availability of paths and walking trails	44%	N=193	38%	N=170	11%	N=50	3%	N=13	4%	N=16	100%	N=442
Air quality	18%	N=79	49%	N=219	24%	N=105	5%	N=22	4%	N=18	100%	N=443
Cleanliness of Conshohocken	21%	N=94	54%	N=238	22%	N=97	3%	N=12	0%	N=1	100%	N=442
Overall appearance of Conshohocken	21%	N=90	57%	N=251	21%	N=91	2%	N=9	0%	N=0	100%	N=441
Public places where people want to spend time	20%	N=90	51%	N=226	23%	N=101	4%	N=17	2%	N=9	100%	N=442
Variety of housing options	17%	N=76	40%	N=176	31%	N=137	9%	N=38	3%	N=15	100%	N=441
Availability of affordable quality housing	6%	N=27	28%	N=125	37%	N=163	20%	N=87	8%	N=37	100%	N=440
Fitness opportunities (including exercise classes and paths or trails, etc.)	35%	N=154	42%	N=185	14%	N=60	4%	N=20	5%	N=23	100%	N=442
Recreational opportunities	23%	N=101	47%	N=208	20%	N=86	5%	N=21	5%	N=23	100%	N=439
Availability of affordable quality food	34%	N=151	43%	N=191	17%	N=73	6%	N=25	1%	N=3	100%	N=442
Availability of affordable quality health care	12%	N=55	35%	N=153	18%	N=81	5%	N=24	29%	N=129	100%	N=441
Availability of preventive health services	10%	N=42	32%	N=140	20%	N=87	7%	N=31	32%	N=140	100%	N=440
Availability of affordable quality mental health care	3%	N=15	13%	N=57	13%	N=58	9%	N=39	62%	N=272	100%	N=442

Table 39: Question 6

Please rate each of the following characteristics as they relate to Conshohocken as a whole:	Excellent		Good		Fair		Poor		Don't know		Total	
	%	N	%	N	%	N	%	N	%	N	%	N
Availability of affordable quality child care/preschool	5%	N=22	12%	N=51	10%	N=45	5%	N=24	68%	N=298	100%	N=440
K-12 education	15%	N=65	16%	N=70	5%	N=24	3%	N=13	60%	N=261	100%	N=433
Adult educational opportunities	3%	N=13	15%	N=64	14%	N=59	9%	N=39	60%	N=259	100%	N=435
Opportunities to attend cultural/arts/music activities	5%	N=20	29%	N=124	28%	N=121	15%	N=65	23%	N=101	100%	N=432
Opportunities to participate in religious or spiritual events and activities	15%	N=66	31%	N=136	14%	N=60	4%	N=16	36%	N=158	100%	N=436
Employment opportunities	7%	N=33	27%	N=120	18%	N=77	6%	N=24	42%	N=183	100%	N=437
Shopping opportunities	9%	N=38	31%	N=135	38%	N=167	21%	N=94	1%	N=3	100%	N=436
Cost of living in Conshohocken	4%	N=17	42%	N=184	41%	N=180	12%	N=52	1%	N=3	100%	N=437
Overall quality of business and service establishments in Conshohocken	17%	N=74	58%	N=254	20%	N=88	3%	N=15	2%	N=8	100%	N=440
Vibrant downtown/commercial area	16%	N=72	49%	N=216	29%	N=127	5%	N=22	0%	N=2	100%	N=439
Overall quality of new development in Conshohocken	13%	N=57	44%	N=193	26%	N=111	9%	N=40	8%	N=34	100%	N=435
Opportunities to participate in social events and activities	15%	N=65	43%	N=188	24%	N=106	7%	N=32	10%	N=45	100%	N=435
Opportunities to volunteer	10%	N=42	23%	N=103	19%	N=84	7%	N=32	40%	N=177	100%	N=439
Opportunities to participate in community matters	9%	N=38	31%	N=134	24%	N=106	7%	N=33	29%	N=124	100%	N=434
Openness and acceptance of the community toward people of diverse backgrounds	15%	N=65	40%	N=174	19%	N=83	5%	N=20	22%	N=97	100%	N=438
Neighborliness of residents in Conshohocken	19%	N=85	45%	N=196	26%	N=115	6%	N=25	4%	N=16	100%	N=437
Value of K-12 services for taxes paid	10%	N=44	15%	N=64	8%	N=35	4%	N=18	63%	N=275	100%	N=437

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Table 40: 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	25%	N=111	75%	N=326	100%	N=437
Made efforts to make your home more energy efficient	28%	N=122	72%	N=316	100%	N=438
Observed a code violation or other hazard in Conshohocken (weeds, abandoned buildings, etc.)	46%	N=204	54%	N=235	100%	N=438
Household member was a victim of a crime in Conshohocken	92%	N=403	8%	N=36	100%	N=439
Reported a crime to the police in Conshohocken	84%	N=366	16%	N=70	100%	N=436
Stocked supplies in preparation for an emergency	73%	N=321	27%	N=118	100%	N=439
Campaigned or advocated for an issue, cause or candidate	76%	N=335	24%	N=103	100%	N=438
Contacted the Borough of Conshohocken (in-person, phone, email or web) for help or information	58%	N=254	42%	N=185	100%	N=439
Contacted Conshohocken elected officials (in-person, phone, email or web) to express your opinion	76%	N=332	24%	N=107	100%	N=439

Table 41: 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 Conshohocken?	2 times a week or more		2-4 times a month		Once a month or less		Not at all		Total	
Used Conshohocken recreation centers or their services	9%	N=39	11%	N=47	29%	N=125	51%	N=223	100%	N=434
Visited a neighborhood park or Borough park	20%	N=88	26%	N=115	37%	N=163	16%	N=70	100%	N=435
Used Conshohocken public libraries or their services	3%	N=15	16%	N=68	24%	N=103	57%	N=251	100%	N=437
Participated in religious or spiritual activities in Conshohocken	6%	N=25	17%	N=72	16%	N=71	61%	N=267	100%	N=435
Attended a Borough-sponsored event	2%	N=8	5%	N=22	53%	N=229	40%	N=175	100%	N=434
Used bus, rail, subway or other public transportation instead of driving	9%	N=38	20%	N=85	36%	N=156	36%	N=156	100%	N=435
Carpooled with other adults or children instead of driving alone	8%	N=33	14%	N=61	20%	N=86	59%	N=255	100%	N=434
Walked or biked instead of driving	28%	N=124	37%	N=161	15%	N=64	20%	N=87	100%	N=436
Volunteered your time to some group/activity in Conshohocken	5%	N=21	4%	N=17	12%	N=53	79%	N=345	100%	N=436
Participated in a club	4%	N=19	5%	N=23	8%	N=35	82%	N=358	100%	N=436
Talked to or visited with your immediate neighbors	40%	N=174	29%	N=125	20%	N=87	11%	N=49	100%	N=436
Done a favor for a neighbor	19%	N=85	25%	N=108	32%	N=140	24%	N=104	100%	N=436

Table 42: Question 9

Thinking about local public meetings (of local elected officials like Borough 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	1%	N=4	3%	N=11	16%	N=67	81%	N=348	100%	N=430
Watched (online or on television) a local public meeting	1%	N=5	2%	N=8	9%	N=37	88%	N=383	100%	N=433

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Table 43: Question 10

Please rate the quality of each of the following services in Conshohocken:	Excellent		Good		Fair		Poor		Don't know		Total	
Police/Sheriff services	38%	N=167	37%	N=160	7%	N=32	2%	N=9	15%	N=67	100%	N=435
Fire services	41%	N=179	30%	N=131	2%	N=11	1%	N=5	25%	N=111	100%	N=437
Ambulance or emergency medical services	27%	N=118	27%	N=119	3%	N=13	2%	N=8	41%	N=175	100%	N=432
Crime prevention	23%	N=101	38%	N=166	10%	N=41	2%	N=9	27%	N=116	100%	N=434
Fire prevention and education	19%	N=80	28%	N=120	11%	N=46	3%	N=15	40%	N=173	100%	N=433
Traffic enforcement	16%	N=68	29%	N=127	24%	N=103	16%	N=68	15%	N=65	100%	N=432
Street repair	10%	N=43	32%	N=139	33%	N=144	15%	N=66	10%	N=42	100%	N=434
Street cleaning	14%	N=60	39%	N=168	27%	N=117	9%	N=39	11%	N=48	100%	N=433
Street lighting	19%	N=80	49%	N=214	25%	N=107	6%	N=27	1%	N=5	100%	N=433
Snow removal	15%	N=63	43%	N=187	26%	N=114	10%	N=44	6%	N=26	100%	N=434
Sidewalk maintenance	10%	N=42	46%	N=198	26%	N=113	15%	N=63	4%	N=16	100%	N=432
Traffic signal timing	8%	N=35	35%	N=150	27%	N=118	27%	N=118	3%	N=13	100%	N=433
Bus or transit services	10%	N=42	28%	N=121	13%	N=56	3%	N=14	46%	N=196	100%	N=429
Garbage collection	42%	N=184	43%	N=188	7%	N=28	1%	N=4	7%	N=30	100%	N=435
Recycling	41%	N=179	42%	N=184	8%	N=34	1%	N=6	8%	N=33	100%	N=436
Yard waste pick-up	32%	N=138	31%	N=135	5%	N=23	1%	N=6	31%	N=134	100%	N=436
Storm drainage	19%	N=80	40%	N=172	18%	N=78	6%	N=25	17%	N=75	100%	N=430
Drinking water	24%	N=103	42%	N=185	19%	N=81	10%	N=45	5%	N=21	100%	N=436
Sewer services	26%	N=112	44%	N=191	14%	N=62	6%	N=25	11%	N=47	100%	N=436
Power (electric and/or gas) utility	29%	N=126	55%	N=238	11%	N=50	1%	N=6	3%	N=15	100%	N=435
Utility billing	23%	N=99	52%	N=225	18%	N=76	4%	N=16	5%	N=20	100%	N=435
Borough parks	26%	N=113	53%	N=229	13%	N=59	2%	N=8	6%	N=27	100%	N=436
Recreation programs or classes	10%	N=45	27%	N=117	13%	N=58	2%	N=10	47%	N=204	100%	N=434
Recreation centers or facilities	10%	N=44	33%	N=141	16%	N=67	3%	N=11	39%	N=168	100%	N=431
Land use, planning and zoning	7%	N=31	24%	N=105	23%	N=100	14%	N=61	32%	N=138	100%	N=435
Code enforcement (weeds, abandoned buildings, etc.)	8%	N=36	23%	N=100	26%	N=114	16%	N=70	26%	N=115	100%	N=435
Animal control	9%	N=41	28%	N=123	17%	N=73	7%	N=32	38%	N=166	100%	N=435
Economic development	10%	N=45	39%	N=169	19%	N=81	6%	N=26	26%	N=111	100%	N=432
Health services	8%	N=36	29%	N=126	16%	N=68	2%	N=9	45%	N=193	100%	N=433
Public library services	21%	N=90	31%	N=137	8%	N=33	3%	N=12	38%	N=164	100%	N=436
Public information services	10%	N=44	28%	N=120	15%	N=64	5%	N=20	42%	N=181	100%	N=429
Cable television	16%	N=70	40%	N=175	18%	N=78	5%	N=24	20%	N=87	100%	N=434
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	8%	N=35	21%	N=92	12%	N=50	7%	N=29	52%	N=222	100%	N=428
Preservation of natural areas such as open space, farmlands and greenbelts	9%	N=37	24%	N=104	21%	N=92	20%	N=84	26%	N=112	100%	N=429
Conshohocken open space	8%	N=35	32%	N=136	25%	N=105	20%	N=85	15%	N=64	100%	N=424
Borough-sponsored special events	14%	N=60	39%	N=164	21%	N=87	4%	N=16	22%	N=94	100%	N=420
Overall customer service by Conshohocken employees (police, receptionists, planners, etc.)	21%	N=88	41%	N=175	15%	N=63	3%	N=13	20%	N=83	100%	N=422

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Table 44: 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 Borough of Conshohocken	18%	N=77	54%	N=237	15%	N=66	3%	N=13	9%	N=41	100%	N=434
The Federal Government	4%	N=17	27%	N=117	34%	N=147	16%	N=71	18%	N=80	100%	N=432

Table 45: Question 12

Please rate the following categories of Conshohocken government performance:	Excellent		Good		Fair		Poor		Don't know		Total	
The value of services for the taxes paid to the Borough of Conshohocken	14%	N=58	41%	N=174	21%	N=92	5%	N=24	19%	N=81	100%	N=429
The overall direction that Conshohocken is taking	17%	N=71	49%	N=210	17%	N=71	9%	N=39	9%	N=38	100%	N=429
The job Conshohocken government does at welcoming citizen involvement	10%	N=45	29%	N=123	24%	N=102	10%	N=44	27%	N=114	100%	N=427
Overall confidence in Conshohocken government	9%	N=38	41%	N=176	26%	N=109	8%	N=36	15%	N=65	100%	N=425
Generally acting in the best interest of the community	11%	N=48	40%	N=171	22%	N=95	12%	N=49	15%	N=64	100%	N=427
Being honest	10%	N=44	36%	N=154	19%	N=82	9%	N=40	25%	N=109	100%	N=429
Treating all residents fairly	14%	N=59	38%	N=161	15%	N=64	10%	N=42	24%	N=101	100%	N=428

Table 46: Question 13

Please rate how important, if at all, you think it is for the Conshohocken 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 Conshohocken	52%	N=224	33%	N=142	12%	N=54	3%	N=11	100%	N=431
Overall ease of getting to the places you usually have to visit	36%	N=155	43%	N=184	18%	N=78	3%	N=11	100%	N=428
Quality of overall natural environment in Conshohocken	32%	N=138	47%	N=201	19%	N=83	2%	N=7	100%	N=429
Overall "built environment" of Conshohocken (including overall design, buildings, parks and transportation systems)	40%	N=174	46%	N=199	12%	N=52	1%	N=5	100%	N=430
Health and wellness opportunities in Conshohocken	20%	N=86	40%	N=172	34%	N=147	5%	N=23	100%	N=429
Overall opportunities for education and enrichment	20%	N=86	40%	N=173	33%	N=142	7%	N=29	100%	N=430
Overall economic health of Conshohocken	42%	N=180	46%	N=197	11%	N=48	1%	N=5	100%	N=429
Sense of community	36%	N=156	43%	N=185	18%	N=79	2%	N=9	100%	N=429

Table 47: Question 14

In the past 12 months, have you relocated back to the Borough of Conshohocken after having lived elsewhere?	Percent	Number
Yes	7%	N=30
No	83%	N=353
I have relocated, but not in the last 12 months	9%	N=40
Total	100%	N=423



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Table 48: Question 15

What is the single most important type of residential unit needed in Conshohocken?	Percent	Number
Single family detached homes	31%	N=132
Single family semi-detached homes	11%	N=48
Apartments/condominiums	8%	N=34
Rowhome/townhome	10%	N=42
Age-restricted homes	6%	N=27
No new residential buildings are needed	33%	N=139
Total	100%	N=421

Table 49: Question 16

Please rate how important, if at all, each of the following issues are for the Borough of Conshohocken in the next five years:	Essential		Very important		Somewhat important		Not at all important		Total	
Increasing the amount of activities for seniors	10%	N=43	31%	N=135	42%	N=180	17%	N=72	100%	N=429
Increasing the amount of activities for youth	19%	N=81	47%	N=204	28%	N=119	6%	N=26	100%	N=429
Providing more affordable housing	26%	N=113	34%	N=146	26%	N=110	14%	N=60	100%	N=429
Increasing arts and cultural opportunities	19%	N=83	37%	N=158	36%	N=156	7%	N=31	100%	N=427
Providing additional community recreation facilities	12%	N=52	36%	N=155	41%	N=176	11%	N=46	100%	N=428
Growth management	39%	N=165	40%	N=171	17%	N=72	4%	N=18	100%	N=425
Increasing employment opportunities	19%	N=82	41%	N=174	35%	N=149	5%	N=21	100%	N=427
Protecting natural resources	46%	N=195	38%	N=161	14%	N=61	3%	N=11	100%	N=428
Improving traffic and road conditions	62%	N=268	28%	N=119	9%	N=39	1%	N=4	100%	N=431
Improving public transportation	22%	N=92	35%	N=151	36%	N=155	7%	N=30	100%	N=428

Table 50: 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	2%	N=7	1%	N=6	4%	N=19	12%	N=53	80%	N=337	100%	N=421
Purchase goods or services from a business located in Conshohocken	2%	N=9	4%	N=17	37%	N=154	41%	N=174	16%	N=69	100%	N=423
Eat at least 5 portions of fruits and vegetables a day	2%	N=9	14%	N=57	30%	N=125	28%	N=119	26%	N=111	100%	N=421
Participate in moderate or vigorous physical activity	2%	N=8	9%	N=37	27%	N=113	32%	N=135	31%	N=131	100%	N=424
Read or watch local news (via television, paper, computer, etc.)	3%	N=14	11%	N=45	21%	N=89	28%	N=119	37%	N=155	100%	N=421
Vote in local elections	10%	N=44	14%	N=59	13%	N=54	18%	N=76	45%	N=190	100%	N=424

Table 51: Question D2

Would you say that in general your health is:	Percent	Number
Excellent	28%	N=120
Very good	49%	N=210
Good	19%	N=81
Fair	3%	N=14
Poor	0%	N=2
Total	100%	N=426

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Table 52: 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	6%	N=28
Somewhat positive	28%	N=119
Neutral	53%	N=225
Somewhat negative	11%	N=47
Very negative	2%	N=8
Total	100%	N=427

Table 53: Question D4

What is your employment status?	Percent	Number
Working full time for pay	79%	N=333
Working part time for pay	5%	N=23
Unemployed, looking for paid work	2%	N=10
Unemployed, not looking for paid work	2%	N=10
Fully retired	11%	N=46
Total	100%	N=422

Table 54: Question D5

Do you work inside the boundaries of Conshohocken?	Percent	Number
Yes, outside the home	14%	N=60
Yes, from home	9%	N=36
No	77%	N=322
Total	100%	N=418

Table 55: Question D6

How many years have you lived in Conshohocken?	Percent	Number
Less than 2 years	19%	N=81
2 to 5 years	34%	N=144
6 to 10 years	17%	N=71
11 to 20 years	9%	N=38
More than 20 years	22%	N=93
Total	100%	N=427

Table 56: Question D7

Which best describes the building you live in?	Percent	Number
One family house detached from any other houses	14%	N=61
Building with two or more homes (duplex, townhome, apartment or condominium)	80%	N=340
Mobile home	0%	N=1
Other	6%	N=25
Total	100%	N=427

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Table 57: Question D8

Is this house, apartment or mobile home...	Percent	Number
Rented	42%	N=180
Owned	58%	N=244
Total	100%	N=424

Table 58: 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	2%	N=6
\$300 to \$599 per month	7%	N=29
\$600 to \$999 per month	10%	N=42
\$1,000 to \$1,499 per month	28%	N=115
\$1,500 to \$2,499 per month	47%	N=194
\$2,500 or more per month	6%	N=26
Total	100%	N=412

Table 59: Question D10

Do any children 17 or under live in your household?	Percent	Number
No	80%	N=340
Yes	20%	N=84
Total	100%	N=424

Table 60: Question D11

Are you or any other members of your household aged 65 or older?	Percent	Number
No	83%	N=350
Yes	17%	N=73
Total	100%	N=423

Table 61: 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	7%	N=29
\$25,000 to \$49,999	11%	N=44
\$50,000 to \$99,999	27%	N=108
\$100,000 to \$149,999	27%	N=111
\$150,000 or more	28%	N=114
Total	100%	N=406

Table 62: Question D13

Are you Spanish, Hispanic or Latino?	Percent	Number
No, not Spanish, Hispanic or Latino	96%	N=403
Yes, I consider myself to be Spanish, Hispanic or Latino	4%	N=17
Total	100%	N=420

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Table 63: 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=5
Asian, Asian Indian or Pacific Islander	2%	N=7
Black or African American	2%	N=8
White	93%	N=391
Other	3%	N=12

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

Table 64: Question D15

In which category is your age?	Percent	Number
18 to 24 years	4%	N=18
25 to 34 years	44%	N=186
35 to 44 years	19%	N=78
45 to 54 years	10%	N=41
55 to 64 years	9%	N=40
65 to 74 years	9%	N=39
75 years or older	5%	N=20
Total	100%	N=421

Table 65: Question D16

What is your sex?	Percent	Number
Female	50%	N=212
Male	50%	N=209
Total	100%	N=421

Table 66: Question D17

Do you consider a cell phone or landline your primary telephone number?	Percent	Number
Cell	78%	N=332
Land line	11%	N=45
Both	11%	N=46
Total	100%	N=424

## 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 Borough of Conshohocken 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 Conshohocken’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,” 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 Conshohocken’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 Conshohocken’s rating to the benchmark.

In that final column, Conshohocken’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 Conshohocken 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 67: Community Characteristics General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
The overall quality of life in Conshohocken	92%	129	446	Similar
Overall image or reputation of Conshohocken	84%	116	337	Similar
Conshohocken as a place to live	95%	81	382	Similar
Your neighborhood as a place to live	89%	102	302	Similar
Conshohocken as a place to raise children	79%	200	373	Similar
Conshohocken as a place to retire	55%	257	348	Similar
Overall appearance of Conshohocken	77%	161	349	Similar

Table 68: Community Characteristics by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark	
Safety	Overall feeling of safety in Conshohocken	94%	88	321	Similar	
	In your neighborhood during the day	96%	83	345	Similar	
	In Conshohocken's downtown/commercial area during the day	96%	37	302	Similar	
Mobility	Overall ease of getting to the places you usually have to visit	80%	66	229	Similar	
	Availability of paths and walking trails	85%	26	302	Higher	
	Ease of walking in Conshohocken	86%	23	290	Higher	
	Ease of travel by bicycle in Conshohocken	69%	46	293	Higher	
	Ease of travel by public transportation in Conshohocken	67%	16	193	Higher	
	Ease of travel by car in Conshohocken	52%	229	292	Similar	
	Ease of public parking	32%	164	191	Lower	
	Traffic flow on major streets	30%	297	335	Lower	
Natural Environment	Quality of overall natural environment in Conshohocken	70%	195	266	Similar	
	Cleanliness of Conshohocken	75%	153	273	Similar	
	Air quality	70%	168	231	Similar	
Built Environment	Overall "built environment" of Conshohocken (including overall design, buildings, parks and transportation systems)	63%	105	218	Similar	
	Overall quality of new development in Conshohocken	62%	95	277	Similar	
	Availability of affordable quality housing	38%	167	292	Similar	
	Variety of housing options	59%	98	268	Similar	
	Public places where people want to spend time	73%	86	210	Similar	
Economy	Overall economic health of Conshohocken	78%	69	224	Similar	
	Vibrant downtown/commercial area	66%	49	202	Higher	
	Overall quality of business and service establishments in Conshohocken	76%	64	260	Similar	
	Cost of living in Conshohocken	46%	112	221	Similar	
	Shopping opportunities	40%	213	283	Lower	
	Employment opportunities	60%	36	301	Higher	
	Conshohocken as a place to visit	74%	88	238	Similar	
	Conshohocken as a place to work	85%	13	349	Higher	
	Recreation and Wellness	Health and wellness opportunities in Conshohocken	73%	100	219	Similar
		Availability of affordable quality mental health care	43%	122	191	Similar
Availability of preventive health services		61%	137	222	Similar	
Availability of affordable quality health care		66%	110	248	Similar	
Availability of affordable quality food		78%	22	224	Similar	
	Recreational opportunities	74%	106	288	Similar	

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
	Fitness opportunities (including exercise classes and paths or trails, etc.)	81%	42	209	Similar
	Overall opportunities for education and enrichment	55%	166	220	Similar
Education and Enrichment	Opportunities to participate in religious or spiritual events and activities	73%	145	191	Similar
	Opportunities to attend cultural/arts/music activities	44%	230	287	Lower
	Adult educational opportunities	44%	166	196	Lower
	K-12 education	79%	100	257	Similar
	Availability of affordable quality child care/preschool	51%	128	237	Similar
	Opportunities to participate in social events and activities	65%	117	249	Similar
Community Engagement	Neighborliness of Conshohocken	67%	78	213	Similar
	Openness and acceptance of the community toward people of diverse backgrounds	70%	68	281	Similar
	Opportunities to participate in community matters	55%	194	261	Similar
	Opportunities to volunteer	56%	221	253	Similar

Table 69: Governance General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Services provided by the Borough of Conshohocken	80%	187	423	Similar
Overall customer service by Conshohocken employees (police, receptionists, planners, etc.)	78%	155	367	Similar
Value of services for the taxes paid to Conshohocken	67%	54	392	Similar
Overall direction that Conshohocken is taking	72%	67	307	Similar
Job Conshohocken government does at welcoming citizen involvement	54%	140	307	Similar
Overall confidence in Conshohocken government	60%	91	222	Similar
Generally acting in the best interest of the community	60%	106	222	Similar
Being honest	62%	101	215	Similar
Treating all residents fairly	67%	69	220	Similar
Services provided by the Federal Government	38%	134	237	Similar

Table 70: Governance by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Police/Sheriff services	89%	73	450	Similar
	Fire services	95%	93	375	Similar
	Ambulance or emergency medical services	92%	152	343	Similar
	Crime prevention	84%	79	348	Higher
	Fire prevention and education	77%	153	274	Similar
	Animal control	61%	188	330	Similar
	Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	62%	169	265	Similar
	Traffic enforcement	53%	289	363	Similar
	Street repair	46%	200	386	Similar
	Street cleaning	59%	185	312	Similar
Mobility	Street lighting	69%	73	317	Similar
	Snow removal	61%	171	287	Similar
	Sidewalk maintenance	58%	159	312	Similar
	Traffic signal timing	44%	211	251	Similar
	Bus or transit services	70%	38	214	Higher
	Garbage collection	92%	33	350	Similar

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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark	
Natural Environment	Recycling	90%	31	350	Higher	
	Yard waste pick-up	90%	12	266	Higher	
	Drinking water	70%	166	314	Similar	
	Preservation of natural areas such as open space, farmlands and greenbelts	44%	229	246	Lower	
	Conshohocken open space	47%	179	200	Lower	
Built Environment	Storm drainage	71%	104	343	Similar	
	Sewer services	78%	143	316	Similar	
	Power (electric and/or gas) utility	87%	24	164	Similar	
	Utility billing	78%	42	193	Similar	
	Land use, planning and zoning	46%	169	294	Similar	
	Code enforcement (weeds, abandoned buildings, etc.)	42%	248	378	Similar	
	Cable television	71%	10	192	Higher	
	Economy	Economic development	67%	71	275	Similar
	Recreation and Wellness	Borough parks	84%	162	318	Similar
Recreation programs or classes		70%	165	314	Similar	
Recreation centers or facilities		70%	144	265	Similar	
Health services		68%	108	203	Similar	
Education and Enrichment	Borough-sponsored special events	69%	117	240	Similar	
	Public library services	83%	212	334	Similar	
Community Engagement	Public information services	66%	152	272	Similar	

Table 71: Participation General

	Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Sense of community	72%	100	302	Similar
Recommend living in Conshohocken to someone who asks	94%	66	273	Similar
Remain in Conshohocken for the next five years	84%	151	264	Similar
Contacted Conshohocken (in-person, phone, email or web) for help or information	42%	194	306	Similar

Table 72: Participation by Facet

		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Safety	Stocked supplies in preparation for an emergency	27%	143	193	Similar
	Did NOT report a crime to the police	84%	62	215	Similar
	Household member was NOT a victim of a crime	92%	78	262	Similar
Mobility	Used bus, rail, subway or other public transportation instead of driving	64%	17	175	Much higher
	Carpooled with other adults or children instead of driving alone	41%	111	203	Similar
	Walked or biked instead of driving	80%	21	211	Much higher
Natural Environment	Made efforts to conserve water	75%	175	199	Similar
	Made efforts to make your home more energy efficient	72%	162	199	Similar
	Recycle at home	97%	37	245	Higher
Built Environment	Did NOT observe a code violation or other hazard in Conshohocken	46%	144	205	Similar
	NOT experiencing housing costs stress	77%	47	243	Similar



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		Percent positive	Rank	Number of communities in comparison	Comparison to benchmark
Economy	Purchase goods or services from a business located in Conshohocken	94%	180	209	Similar
	Economy will have positive impact on income	34%	57	244	Similar
	Work inside boundaries of Conshohocken	23%	199	210	Lower
Recreation and Wellness	Used Conshohocken recreation centers or their services	49%	190	224	Similar
	Visited a neighborhood park or Borough park	84%	141	256	Similar
	Eat at least 5 portions of fruits and vegetables a day	84%	88	201	Similar
	Participate in moderate or vigorous physical activity	89%	45	205	Similar
	In very good to excellent health	77%	19	205	Similar
	Used Conshohocken public libraries or their services	43%	224	232	Much lower
Education and Enrichment	Participated in religious or spiritual activities in Conshohocken	39%	137	189	Similar
	Attended Borough-sponsored event	60%	71	211	Similar
	Campaigned or advocated for an issue, cause or candidate	24%	94	192	Similar
Community Engagement	Contacted Conshohocken elected officials (in-person, phone, email or web) to express your opinion	24%	27	208	Similar
	Volunteered your time to some group/activity in Conshohocken	21%	240	251	Lower
	Participated in a club	18%	198	226	Similar
	Talked to or visited with your immediate neighbors	89%	148	205	Similar
	Done a favor for a neighbor	76%	169	200	Similar
	Attended a local public meeting	19%	150	251	Similar
	Watched (online or on television) a local public meeting	12%	200	215	Lower
	Read or watch local news (via television, paper, computer, etc.)	86%	110	210	Similar
	Vote in local elections	76%	207	245	Similar

Communities included in national comparisons

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

Adams County, CO .....	441,603	Arlington city, TX .....	365,438
Airway Heights city, WA .....	6,114	Arvada city, CO .....	106,433
Albany city, OR .....	50,158	Asheville city, NC .....	83,393
Albemarle County, VA .....	98,970	Ashland city, OR .....	20,078
Albert Lea city, MN .....	18,016	Ashland town, MA .....	16,593
Alexandria city, VA .....	139,966	Ashland town, VA .....	7,225
Algonquin village, IL .....	30,046	Aspen city, CO .....	6,658
Aliso Viejo city, CA .....	47,823	Athens-Clarke County, GA .....	115,452
Altoona city, IA .....	14,541	Auburn city, AL .....	53,380
American Canyon city, CA .....	19,454	Augusta CCD, GA .....	134,777
Ames city, IA .....	58,965	Aurora city, CO .....	325,078
Andover CDP, MA .....	8,762	Austin city, TX .....	790,390
Ankeny city, IA .....	45,582	Avon town, CO .....	6,447
Ann Arbor city, MI .....	113,934	Avon town, IN .....	12,446
Annapolis city, MD .....	38,394	Avondale city, AZ .....	76,238
Apache Junction city, AZ .....	35,840	Azusa city, CA .....	46,361
Arapahoe County, CO .....	572,003	Bainbridge Island city, WA .....	23,025
Arkansas City city, AR .....	366	Baltimore city, MD .....	620,961

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Bartonville town, TX.....	1,469	Chesterfield County, VA.....	316,236
Battle Creek city, MI.....	52,347	Citrus Heights city, CA.....	83,301
Bay City city, MI.....	34,932	Clackamas County, OR.....	375,992
Bay Village city, OH.....	15,651	Clarendon Hills village, IL.....	8,427
Baytown city, TX.....	71,802	Clayton city, MO.....	15,939
Bedford city, TX.....	46,979	Clearwater city, FL.....	107,685
Bedford town, MA.....	13,320	Cleveland Heights city, OH.....	46,121
Bellevue city, WA.....	122,363	Clinton city, SC.....	8,490
Bellingham city, WA.....	80,885	Clive city, IA.....	15,447
Benbrook city, TX.....	21,234	Clovis city, CA.....	95,631
Bend city, OR.....	76,639	College Park city, MD.....	30,413
Bettendorf city, IA.....	33,217	College Station city, TX.....	93,857
Billings city, MT.....	104,170	Columbia city, MO.....	108,500
Blaine city, MN.....	57,186	Columbia city, SC.....	129,272
Bloomfield Hills city, MI.....	3,869	Columbia Falls city, MT.....	4,688
Bloomington city, IN.....	80,405	Concord city, CA.....	122,067
Bloomington city, MN.....	82,893	Concord town, MA.....	17,668
Blue Springs city, MO.....	52,575	Conshohocken borough, PA.....	7,833
Boise City city, ID.....	205,671	Coon Rapids city, MN.....	61,476
Bonner Springs city, KS.....	7,314	Copperas Cove city, TX.....	32,032
Boone County, KY.....	118,811	Coral Springs city, FL.....	121,096
Boulder city, CO.....	97,385	Coronado city, CA.....	18,912
Bowling Green city, KY.....	58,067	Corvallis city, OR.....	54,462
Bozeman city, MT.....	37,280	Cottonwood Heights city, UT.....	33,433
Brentwood city, MO.....	8,055	Creve Coeur city, MO.....	17,833
Brentwood city, TN.....	37,060	Cross Roads town, TX.....	1,563
Brighton city, CO.....	33,352	Dacono city, CO.....	4,152
Brighton city, MI.....	7,444	Dade City city, FL.....	6,437
Bristol city, TN.....	26,702	Dakota County, MN.....	398,552
Broken Arrow city, OK.....	98,850	Dallas city, OR.....	14,583
Brookfield city, WI.....	37,920	Dallas city, TX.....	1,197,816
Brookline CDP, MA.....	58,732	Danville city, KY.....	16,218
Brooklyn Center city, MN.....	30,104	Dardenne Prairie city, MO.....	11,494
Brooklyn city, OH.....	11,169	Darien city, IL.....	22,086
Broomfield city, CO.....	55,889	Davenport city, FL.....	2,888
Brownsburg town, IN.....	21,285	Davenport city, IA.....	99,685
Buffalo Grove village, IL.....	41,496	Davidson town, NC.....	10,944
Burien city, WA.....	33,313	Dayton city, OH.....	141,527
Burleson city, TX.....	36,690	Dayton town, WY.....	757
Burlingame city, CA.....	28,806	Decatur city, GA.....	19,335
Cabarrus County, NC.....	178,011	Del Mar city, CA.....	4,161
Cambridge city, MA.....	105,162	DeLand city, FL.....	27,031
Cannon Beach city, OR.....	1,690	Delaware city, OH.....	34,753
Cañon City city, CO.....	16,400	Delray Beach city, FL.....	60,522
Canton city, SD.....	3,057	Denison city, TX.....	22,682
Cape Coral city, FL.....	154,305	Denton city, TX.....	113,383
Cape Girardeau city, MO.....	37,941	Denver city, CO.....	600,158
Carlisle borough, PA.....	18,682	Derby city, KS.....	22,158
Carlsbad city, CA.....	105,328	Des Moines city, IA.....	203,433
Carroll city, IA.....	10,103	Des Peres city, MO.....	8,373
Cartersville city, GA.....	19,731	Destin city, FL.....	12,305
Cary town, NC.....	135,234	Dothan city, AL.....	65,496
Castine town, ME.....	1,366	Douglas County, CO.....	285,465
Castle Pines North city, CO.....	10,360	Dover city, NH.....	29,987
Castle Rock town, CO.....	48,231	Dublin city, CA.....	46,036
Cedar Hill city, TX.....	45,028	Dublin city, OH.....	41,751
Cedar Rapids city, IA.....	126,326	Duluth city, MN.....	86,265
Celina city, TX.....	6,028	Durham city, NC.....	228,330
Centennial city, CO.....	100,377	Durham County, NC.....	267,587
Chandler city, AZ.....	236,123	Eagan city, MN.....	64,206
Chandler city, TX.....	2,734	Eagle Mountain city, UT.....	21,415
Chanhassen city, MN.....	22,952	Eagle town, CO.....	6,508
Chapel Hill town, NC.....	57,233	East Grand Forks city, MN.....	8,601
Chardon city, OH.....	5,148	East Lansing city, MI.....	48,579
Charles County, MD.....	146,551	Eau Claire city, WI.....	65,883
Charlotte city, NC.....	731,424	Eden Prairie city, MN.....	60,797
Charlotte County, FL.....	159,978	Edgerton city, KS.....	1,671
Charlottesville city, VA.....	43,475	Edgewater city, CO.....	5,170
Chattanooga city, TN.....	167,674	Edina city, MN.....	47,941
Chautauqua town, NY.....	4,464	Edmond city, OK.....	81,405

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Edmonds city, WA.....	39,709	Honolulu County, HI.....	953,207
El Cerrito city, CA.....	23,549	Hooksett town, NH.....	13,451
El Dorado County, CA.....	181,058	Hopkins city, MN.....	17,591
Elk Grove city, CA.....	153,015	Hopkinton town, MA.....	14,925
Elko New Market city, MN.....	4,110	Hoquiam city, WA.....	8,726
Elmhurst city, IL.....	44,121	Horry County, SC.....	269,291
Encinitas city, CA.....	59,518	Howard village, WI.....	17,399
Englewood city, CO.....	30,255	Hudson city, OH.....	22,262
Erie town, CO.....	18,135	Hudson town, CO.....	2,356
Escambia County, FL.....	297,619	Huntley village, IL.....	24,291
Estes Park town, CO.....	5,858	Hurst city, TX.....	37,337
Euclid city, OH.....	48,920	Hutchinson city, MN.....	14,178
Fairview town, TX.....	7,248	Hutto city, TX.....	14,698
Farmersville city, TX.....	3,301	Independence city, MO.....	116,830
Farmington Hills city, MI.....	79,740	Indianola city, IA.....	14,782
Fayetteville city, NC.....	200,564	Indio city, CA.....	76,036
Fernandina Beach city, FL.....	11,487	Iowa City city, IA.....	67,862
Fishers town, IN.....	76,794	Irving city, TX.....	216,290
Flagstaff city, AZ.....	65,870	Issaquah city, WA.....	30,434
Flower Mound town, TX.....	64,669	Jackson County, MI.....	160,248
Forest Grove city, OR.....	21,083	James City County, VA.....	67,009
Fort Collins city, CO.....	143,986	Jefferson County, NY.....	116,229
Fort Lauderdale city, FL.....	165,521	Jefferson Parish, LA.....	432,552
Fort Smith city, AR.....	86,209	Johnson City city, TN.....	63,152
Franklin city, TN.....	62,487	Johnston city, IA.....	17,278
Fremont city, CA.....	214,089	Jupiter town, FL.....	55,156
Friendswood city, TX.....	35,805	Kalamazoo city, MI.....	74,262
Fruita city, CO.....	12,646	Kansas City city, KS.....	145,786
Gahanna city, OH.....	33,248	Kansas City city, MO.....	459,787
Gaithersburg city, MD.....	59,933	Keizer city, OR.....	36,478
Galveston city, TX.....	47,743	Kenmore city, WA.....	20,460
Gardner city, KS.....	19,123	Kennedale city, TX.....	6,763
Georgetown city, TX.....	47,400	Kennett Square borough, PA.....	6,072
Germantown city, TN.....	38,844	Kent city, WA.....	92,411
Gilbert town, AZ.....	208,453	Kerrville city, TX.....	22,347
Gillette city, WY.....	29,087	Kettering city, OH.....	56,163
Glen Ellyn village, IL.....	27,450	Key West city, FL.....	24,649
Glendora city, CA.....	50,073	King City city, CA.....	12,874
Glenview village, IL.....	44,692	King County, WA.....	1,931,249
Globe city, AZ.....	7,532	Kirkland city, WA.....	48,787
Golden city, CO.....	18,867	Kirkwood city, MO.....	27,540
Golden Valley city, MN.....	20,371	Knoxville city, IA.....	7,313
Goodyear city, AZ.....	65,275	La Plata town, MD.....	8,753
Grafton village, WI.....	11,459	La Porte city, TX.....	33,800
Grand Blanc city, MI.....	8,276	La Vista city, NE.....	15,758
Grants Pass city, OR.....	34,533	Lafayette city, CO.....	24,453
Grass Valley city, CA.....	12,860	Laguna Beach city, CA.....	22,723
Greeley city, CO.....	92,889	Laguna Niguel city, CA.....	62,979
Greenville city, NC.....	84,554	Lake Forest city, IL.....	19,375
Greenwich town, CT.....	61,171	Lake in the Hills village, IL.....	28,965
Greenwood Village city, CO.....	13,925	Lake Stevens city, WA.....	28,069
Greer city, SC.....	25,515	Lake Worth city, FL.....	34,910
Gunnison County, CO.....	15,324	Lake Zurich village, IL.....	19,631
Hailey city, ID.....	7,960	Lakeville city, MN.....	55,954
Haines Borough, AK.....	2,508	Lakewood city, CO.....	142,980
Haltom City city, TX.....	42,409	Lakewood city, WA.....	58,163
Hamilton city, OH.....	62,477	Lane County, OR.....	351,715
Hamilton town, MA.....	7,764	Lansing city, MI.....	114,297
Hanover County, VA.....	99,863	Laramie city, WY.....	30,816
Harrisburg city, SD.....	4,089	Larimer County, CO.....	299,630
Harrisonburg city, VA.....	48,914	Las Cruces city, NM.....	97,618
Harrisonville city, MO.....	10,019	Las Vegas city, NM.....	13,753
Hayward city, CA.....	144,186	Las Vegas city, NV.....	583,756
Henderson city, NV.....	257,729	Lawrence city, KS.....	87,643
Herndon town, VA.....	23,292	Lawrenceville city, GA.....	28,546
High Point city, NC.....	104,371	Lee's Summit city, MO.....	91,364
Highland Park city, IL.....	29,763	Lehi city, UT.....	47,407
Highlands Ranch CDP, CO.....	96,713	Lenexa city, KS.....	48,190
Holland city, MI.....	33,051	Lewis County, NY.....	27,087
Homer Glen village, IL.....	24,220	Lewiston city, ID.....	31,894

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Lewisville city, TX.....	95,290	New Braunfels city, TX.....	57,740
Lewisville town, NC.....	12,639	New Brighton city, MN.....	21,456
Libertyville village, IL.....	20,315	New Hanover County, NC.....	202,667
Lincoln city, NE.....	258,379	New Hope city, MN.....	20,339
Lindsborg city, KS.....	3,458	New Orleans city, LA.....	343,829
Little Chute village, WI.....	10,449	New Port Richey city, FL.....	14,911
Littleton city, CO.....	41,737	New Smyrna Beach city, FL.....	22,464
Livermore city, CA.....	80,968	New Ulm city, MN.....	13,522
Lombard village, IL.....	43,165	Newberg city, OR.....	22,068
Lone Tree city, CO.....	10,218	Newport city, RI.....	24,672
Long Grove village, IL.....	8,043	Newport News city, VA.....	180,719
Longmont city, CO.....	86,270	Newton city, IA.....	15,254
Longview city, TX.....	80,455	Noblesville city, IN.....	51,969
Lonsdale city, MN.....	3,674	Nogales city, AZ.....	20,837
Los Alamos County, NM.....	17,950	Norcross city, GA.....	9,116
Los Altos Hills town, CA.....	7,922	Norfolk city, VA.....	242,803
Louisville city, CO.....	18,376	North Mankato city, MN.....	13,394
Lower Merion township, PA.....	57,825	North Port city, FL.....	57,357
Lynchburg city, VA.....	75,568	North Richland Hills city, TX.....	63,343
Lynnwood city, WA.....	35,836	North Yarmouth town, ME.....	3,565
Macomb County, MI.....	840,978	Novato city, CA.....	51,904
Manassas city, VA.....	37,821	Novi city, MI.....	55,224
Manhattan Beach city, CA.....	35,135	O'Fallon city, IL.....	28,281
Manhattan city, KS.....	52,281	O'Fallon city, MO.....	79,329
Mankato city, MN.....	39,309	Oak Park village, IL.....	51,878
Maple Grove city, MN.....	61,567	Oakland city, CA.....	390,724
Maricopa County, AZ.....	3,817,117	Oakley city, CA.....	35,432
Marion city, IA.....	34,768	Oklahoma City city, OK.....	579,999
Marshfield city, WI.....	19,118	Olathe city, KS.....	125,872
Martinez city, CA.....	35,824	Old Town city, ME.....	7,840
Marysville city, WA.....	60,020	Olmsted County, MN.....	144,248
Matthews town, NC.....	27,198	Olympia city, WA.....	46,478
McAllen city, TX.....	129,877	Orange village, OH.....	3,323
McKinney city, TX.....	131,117	Orland Park village, IL.....	56,767
McMinnville city, OR.....	32,187	Orleans Parish, LA.....	343,829
Menlo Park city, CA.....	32,026	Oshkosh city, WI.....	66,083
Menomonee Falls village, WI.....	35,626	Oshtego charter township, MI.....	21,705
Mercer Island city, WA.....	22,699	Oswego village, IL.....	30,355
Meridian charter township, MI.....	39,688	Otsego County, MI.....	24,164
Meridian city, ID.....	75,092	Ottawa County, MI.....	263,801
Merriam city, KS.....	11,003	Paducah city, KY.....	25,024
Mesa city, AZ.....	439,041	Palm Beach Gardens city, FL.....	48,452
Mesa County, CO.....	146,723	Palm Coast city, FL.....	75,180
Miami Beach city, FL.....	87,779	Palo Alto city, CA.....	64,403
Miami city, FL.....	399,457	Palos Verdes Estates city, CA.....	13,438
Middleton city, WI.....	17,442	Papillion city, NE.....	18,894
Midland city, MI.....	41,863	Paradise Valley town, AZ.....	12,820
Milford city, DE.....	9,559	Park City city, UT.....	7,558
Milton city, GA.....	32,661	Parker town, CO.....	45,297
Minneapolis city, MN.....	382,578	Parkland city, FL.....	23,962
Missouri City city, TX.....	67,358	Pasco city, WA.....	59,781
Modesto city, CA.....	201,165	Pasco County, FL.....	464,697
Monterey city, CA.....	27,810	Payette city, ID.....	7,433
Montgomery city, MN.....	2,956	Pearland city, TX.....	91,252
Monticello city, UT.....	1,972	Peoria city, AZ.....	154,065
Montrose city, CO.....	19,132	Peoria city, IL.....	115,007
Monument town, CO.....	5,530	Pflugerville city, TX.....	46,936
Mooreville town, NC.....	32,711	Phoenix city, AZ.....	1,445,632
Moraga town, CA.....	16,016	Pinehurst village, NC.....	13,124
Morristown city, TN.....	29,137	Piqua city, OH.....	20,522
Morrisville town, NC.....	18,576	Pitkin County, CO.....	17,148
Morro Bay city, CA.....	10,234	Plano city, TX.....	259,841
Mountain Village town, CO.....	1,320	Platte City city, MO.....	4,691
Mountlake Terrace city, WA.....	19,909	Pleasant Hill city, IA.....	8,785
Murphy city, TX.....	17,708	Pleasanton city, CA.....	70,285
Naperville city, IL.....	141,853	Plymouth city, MN.....	70,576
Napoleon city, OH.....	8,749	Polk County, IA.....	430,640
Needham CDP, MA.....	28,886	Pompano Beach city, FL.....	99,845
Nevada City city, CA.....	3,068	Port Orange city, FL.....	56,048
Nevada County, CA.....	98,764	Portland city, OR.....	583,776

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Post Falls city, ID .....	27,574	Shorewood village, WI .....	13,162
Powell city, OH .....	11,500	Sierra Vista city, AZ .....	43,888
Prince William County, VA .....	402,002	Silverton city, OR .....	9,222
Prior Lake city, MN .....	22,796	Sioux Center city, IA .....	7,048
Pueblo city, CO .....	106,595	Sioux Falls city, SD .....	153,888
Purcellville town, VA .....	7,727	Skokie village, IL .....	64,784
Queen Creek town, AZ .....	26,361	Snellville city, GA .....	18,242
Raleigh city, NC .....	403,892	Snoqualmie city, WA .....	10,670
Ramsey city, MN .....	23,668	Somerset town, MA .....	18,165
Raymond town, ME .....	4,436	South Jordan city, UT .....	50,418
Raymore city, MO .....	19,206	South Lake Tahoe city, CA .....	21,403
Redmond city, OR .....	26,215	Southlake city, TX .....	26,575
Redmond city, WA .....	54,144	Spearfish city, SD .....	10,494
Reno city, NV .....	225,221	Spring Hill city, KS .....	5,437
Reston CDP, VA .....	58,404	Springboro city, OH .....	17,409
Richland city, WA .....	48,058	Springfield city, MO .....	159,498
Richmond city, CA .....	103,701	Springville city, UT .....	29,466
Richmond Heights city, MO .....	8,603	St. Augustine city, FL .....	12,975
Rio Rancho city, NM .....	87,521	St. Charles city, IL .....	32,974
River Falls city, WI .....	15,000	St. Cloud city, FL .....	35,183
Riverside city, CA .....	303,871	St. Cloud city, MN .....	65,842
Riverside city, MO .....	2,937	St. Joseph city, MO .....	76,780
Roanoke city, VA .....	97,032	St. Joseph town, WI .....	3,842
Roanoke County, VA .....	92,376	St. Louis County, MN .....	200,226
Rochester Hills city, MI .....	70,995	State College borough, PA .....	42,034
Rock Hill city, SC .....	66,154	Steamboat Springs city, CO .....	12,088
Rockville city, MD .....	61,209	Sterling Heights city, MI .....	129,699
Roeland Park city, KS .....	6,731	Sugar Grove village, IL .....	8,997
Rogers city, MN .....	8,597	Sugar Land city, TX .....	78,817
Rohnert Park city, CA .....	40,971	Suisun City city, CA .....	28,111
Rolla city, MO .....	19,559	Summit city, NJ .....	21,457
Roselle village, IL .....	22,763	Summit County, UT .....	36,324
Rosemount city, MN .....	21,874	Summit village, IL .....	11,054
Rosenberg city, TX .....	30,618	Sunnyvale city, CA .....	140,081
Roseville city, MN .....	33,660	Surprise city, AZ .....	117,517
Round Rock city, TX .....	99,887	Suwanee city, GA .....	15,355
Royal Oak city, MI .....	57,236	Takoma city, WA .....	198,397
Saco city, ME .....	18,482	Takoma Park city, MD .....	16,715
Sahuarita town, AZ .....	25,259	Tamarac city, FL .....	60,427
Salida city, CO .....	5,236	Temecula city, CA .....	100,097
Sammamish city, WA .....	45,780	Tempe city, AZ .....	161,719
San Anselmo town, CA .....	12,336	Temple city, TX .....	66,102
San Diego city, CA .....	1,307,402	Texarkana city, TX .....	36,411
San Francisco city, CA .....	805,235	The Woodlands CDP, TX .....	93,847
San Jose city, CA .....	945,942	Thousand Oaks city, CA .....	126,683
San Juan County, NM .....	130,044	Tigard city, OR .....	48,035
San Marcos city, CA .....	83,781	Tracy city, CA .....	82,922
San Marcos city, TX .....	44,894	Trinidad CCD, CO .....	12,017
San Rafael city, CA .....	57,713	Tualatin city, OR .....	26,054
Sanford city, FL .....	53,570	Tulsa city, OK .....	391,906
Sangamon County, IL .....	197,465	Twin Falls city, ID .....	44,125
Santa Clarita city, CA .....	176,320	Tyler city, TX .....	96,900
Santa Fe city, NM .....	67,947	University Heights city, OH .....	13,539
Santa Fe County, NM .....	144,170	University Park city, TX .....	23,068
Santa Monica city, CA .....	89,736	Upper Arlington city, OH .....	33,771
Sarasota County, FL .....	379,448	Urbandale city, IA .....	39,463
Savage city, MN .....	26,911	Vail town, CO .....	5,305
Schaumburg village, IL .....	74,227	Vancouver city, WA .....	161,791
Schertz city, TX .....	31,465	Ventura CCD, CA .....	111,889
Scott County, MN .....	129,928	Vernon Hills village, IL .....	25,113
Scottsdale city, AZ .....	217,385	Vestavia Hills city, AL .....	34,033
Seaside city, CA .....	33,025	Victoria city, MN .....	7,345
Sevierville city, TN .....	14,807	Vienna town, VA .....	15,687
Shakopee city, MN .....	37,076	Virginia Beach city, VA .....	437,994
Sharonville city, OH .....	13,560	Walnut Creek city, CA .....	64,173
Shawnee city, KS .....	62,209	Washington County, MN .....	238,136
Shawnee city, OK .....	29,857	Washington town, NH .....	1,123
Sherborn town, MA .....	4,119	Washoe County, NV .....	421,407
Shoreview city, MN .....	25,043	Washougal city, WA .....	14,095
Shorewood village, IL .....	15,615	Wauwatosa city, WI .....	46,396

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Waverly city, IA .....	9,874	Wilmington city, NC.....	106,476
Weddington town, NC .....	9,459	Wilsonville city, OR.....	19,509
Wentzville city, MO.....	29,070	Windsor town, CO.....	18,644
West Carrollton city, OH .....	13,143	Windsor town, CT .....	29,044
West Chester borough, PA.....	18,461	Winnetka village, IL .....	12,187
West Des Moines city, IA.....	56,609	Winter Garden city, FL.....	34,568
Western Springs village, IL .....	12,975	Woodbury city, MN.....	61,961
Westerville city, OH.....	36,120	Woodland city, CA.....	55,468
Westlake town, TX.....	992	Wrentham town, MA .....	10,955
Westminster city, CO.....	106,114	Wyandotte County, KS .....	157,505
Weston town, MA.....	11,261	Yakima city, WA.....	91,067
White House city, TN .....	10,255	York County, VA.....	65,464
Wichita city, KS.....	382,368	Yorktown town, IN.....	9,405
Williamsburg city, VA.....	14,068	Yorkville city, IL .....	16,921
Willowbrook village, IL .....	8,540	Yountville city, CA .....	2,933

## 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 Borough of Conshohocken funded this research. Please contact Kate Kosmin of the Borough of Conshohocken at [kkosmin@conshohockenpa.gov](mailto:kkosmin@conshohockenpa.gov) 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."

### Selecting Survey Recipients

"Sampling" refers to the method by which households were chosen to receive the survey. All households within the Borough of Conshohocken were eligible to participate in the survey. A list of all households within the zip codes serving Conshohocken was purchased from Go-Dog Direct based on updated listings from the United States Postal Service. Since some of the zip codes that serve the Borough of Conshohocken 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 Borough of Conshohocken boundaries were removed from consideration. Each address identified as being within Borough boundaries was further identified as being within one of the seven wards.

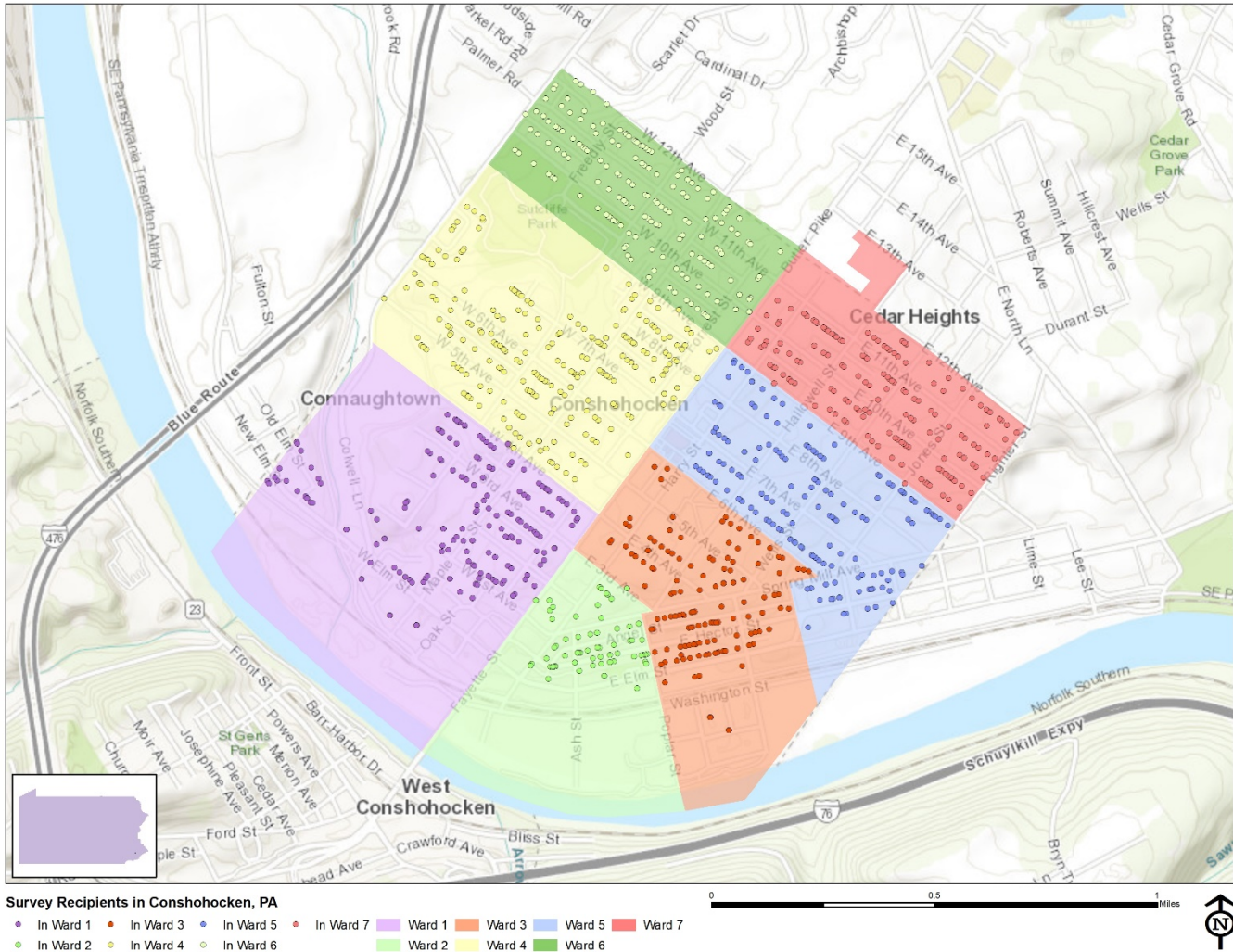
To choose the 1,500 survey recipients, a systematic sampling method was applied to the list of households previously screened for geographic location. Systematic sampling is a procedure whereby a complete list of all possible households is culled, selecting every *N*th one, giving each eligible household a known probability of selection, until the appropriate number of households is selected. Multi-family housing units were selected at a higher rate 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 selected 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.

In addition to the scientific, random selection of households, a link to an online "opt-in" survey was publicized and posted to the Borough of Conshohocken website. This opt-in survey was identical to the scientific survey and open to all Borough residents. (The data presented in this report exclude the opt-in survey data. These data can be found in the *Supplemental Online Survey Results* provided under separate cover.)



Figure 1: Location of Survey Recipients



## Survey Administration and Response

Selected households received three mailings, one week apart, beginning on August 4, 2017. The first mailing was a prenotification postcard announcing the upcoming survey. The next mailing contained a letter from the Interim Borough 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. The survey was available in only English. Completed surveys were collected over the following nine weeks. The online “opt-in” survey became available to all residents on September 8, 2017 and remained open for four weeks.

About 1% of the 1,500 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 1,478 households that received the survey, 443 completed the survey, providing an overall response rate of 30%. Of the 443 completed surveys, 97 were completed online. Additionally, responses were tracked by ward; response rates by ward ranged from 16% to 50%. The response rates were calculated using AAPOR’s response rate #2<sup>1</sup> for mailed surveys of unnamed persons. Additionally, 115 residents completed the online opt-in survey; results of the opt-in survey can be found in the *Supplemental Online Survey Results* report provided under separate cover.

<sup>1</sup> See AAPOR’s Standard Definitions here: [http://www.aapor.org/Standards-Ethics/Standard-Definitions-\(1\).aspx](http://www.aapor.org/Standards-Ethics/Standard-Definitions-(1).aspx) for more information

Table 73: Survey Response Rates by Ward

	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Ward 7	Overall
Total sample used	322	72	352	261	170	168	155	1500
I=Complete Interviews	87	13	55	77	61	83	64	443
P=Partial Interviews	0	0	1	0	1	1	0	3
R=Refusal and break off	0	0	0	0	0	0	0	0
NC=Non Contact	0	0	0	0	0	0	0	0
O=Other	0	0	0	0	0	0	0	0
UH=Unknown household	0	0	0	0	0	0	0	0
UO=Unknown other	226	58	294	178	106	84	89	946
Response rate: (I+P)/(I+P) + (R+NC+O) + (UH+UO)	28%	18%	16%	30%	37%	50%	42%	32%

## 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.<sup>2</sup>

The margin of error for the Borough of Conshohocken survey is no greater than plus or minus five percentage points around any given percent reported for all respondents (443 completed surveys).

For subgroups of responses, the margin of error increases because the number of respondents 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.

NRC used Qualtrics, a web-based survey and analytics platform, to collect the online survey data. Use of an online system means all collected data are entered into the dataset when the respondents submit the surveys. Skip patterns are programmed into system so respondents are automatically “skipped” to the appropriate question based on the individual responses being given. Online programming also allows for more rigid control of the data format, making extensive data cleaning unnecessary.

A series of quality control checks were also performed in order to ensure the integrity of the web data. Steps may include and not be limited to reviewing the data for clusters of repeat IP addresses and time stamps (indicating duplicate responses) and removing empty submissions (questionnaires submitted with no questions answered).

## Survey Data Weighting

The demographic characteristics of the survey respondents were compared to those found in the 2010 Census and American Community Survey estimates for adults in the Borough of Conshohocken. The primary objective of weighting survey data is to make the survey respondents reflective of the larger population of the community. The characteristics used for weighting were housing tenure (rent or own), housing unit type (attached or detached),

<sup>2</sup> 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.

sex, age and ward. No adjustments were made for design effects. The results of the weighting scheme are presented in the following table.

Table 74: Conshohocken, PA 2017 Weighting Table

Characteristic	Population Norm	Unweighted Data	Weighted Data
<b>Housing</b>			
Rent home	43%	27%	42%
Own home	57%	73%	58%
Detached unit	14%	19%	15%
Attached unit	86%	81%	85%
<b>Race and Ethnicity</b>			
White	91%	94%	92%
Not white	9%	6%	8%
Not Hispanic	97%	97%	96%
Hispanic	3%	3%	4%
<b>Sex and Age</b>			
Female	50%	60%	50%
Male	50%	40%	50%
18-34 years of age	49%	31%	48%
35-54 years of age	28%	27%	28%
55+ years of age	24%	42%	23%
Females 18-34	23%	19%	23%
Females 35-54	14%	14%	14%
Females 55+	13%	26%	13%
Males 18-34	26%	11%	26%
Males 35-54	14%	13%	14%
Males 55+	10%	16%	10%
<b>Ward</b>			
Ward 1	22%	20%	22%
Ward 2	5%	3%	5%
Ward 3	25%	13%	24%
Ward 4	17%	17%	17%
Ward 5	11%	14%	11%
Ward 6	11%	19%	11%
Ward 7	9%	14%	10%

## 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.

The data for the opt-in survey are presented separately in the report titled *Supplemental Online Survey Results*.

## Appendix D: Survey Materials

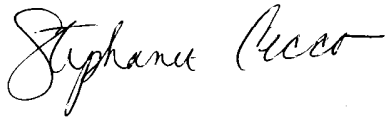
Dear Conshohocken Resident,

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 Borough!

Sincerely,



Stephanie Cecco  
Interim Borough Manager

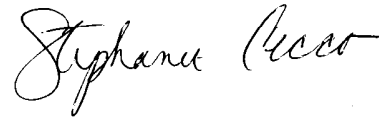
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Interim Borough Manager

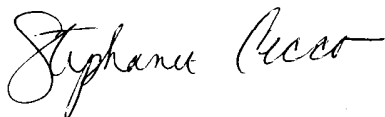
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Sincerely,



Stephanie Cecco  
Interim Borough Manager

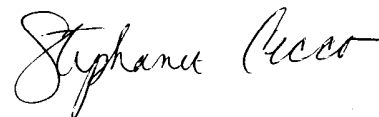
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Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94



Presorted  
First Class Mail  
US Postage  
PAID  
Boulder, CO  
Permit NO. 94

Borough of Conshohocken  
400 Fayette Street, Suite 200  
Conshohocken, PA 19428

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400 Fayette Street, Suite 200  
Conshohocken, PA 19428



Presorted  
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PAID  
Boulder, CO  
Permit NO. 94



Presorted  
First Class Mail  
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Boulder, CO  
Permit NO. 94

Borough of Conshohocken  
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Conshohocken, PA 19428

Borough of Conshohocken  
400 Fayette Street, Suite 200  
Conshohocken, PA 19428



## BOROUGH OF CONSHOHOCKEN

### MAYOR

Robert Frost

### BOROUGH COUNCIL

James Griffin, President

Karen Tutino, Vice-President

Robert Stokley, Senior Member

Anita Barton, Member

Colleen Leonard, Member

Tina Sokoloski, Member

Jane Flanagan, Member

---

Stephanie Cecco

Interim Borough Manager

August 2017

Dear Borough of Conshohocken Resident:

Please help us shape the future of Conshohocken! You have been selected at random to participate in the 2017 Conshohocken 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 Conshohocken make decisions that affect our Borough.

### **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:**

**[bit.ly/2ut2SdC](http://bit.ly/2ut2SdC)**

If you have any questions about the survey please call 610-828-1092.

Thank you for your time and participation!

Sincerely,

Stephanie Cecco  
Interim Borough Manager



## BOROUGH OF CONSHOHOCKEN

MAYOR  
Robert Frost  
BOROUGH COUNCIL  
James Griffin, President  
Karen Tutino, Vice-President  
Robert Stokley, Senior Member  
Anita Barton, Member  
Colleen Leonard, Member  
Tina Sokoloski, Member  
Jane Flanagan, Member

---

Stephanie Cecco  
Interim Borough Manager

August 2017

Dear Borough of Conshohocken Resident:

Here's a second chance if you haven't already responded to the 2017 Conshohocken 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 Conshohocken! You have been selected at random to participate in the 2017 Conshohocken 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 Conshohocken make decisions that affect our Borough.

**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:**

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If you have any questions about the survey please call 610-828-1092.

Thank you for your time and participation!

Sincerely,

Stephanie Cecco  
Interim Borough Manager



# The Borough of Conshohocken 2017 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 Conshohocken:**

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

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Overall feeling of safety in Conshohocken.....	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 Conshohocken .....	1	2	3	4	5
Overall "built environment" of Conshohocken (including overall design, buildings, parks and transportation systems) .....	1	2	3	4	5
Health and wellness opportunities in Conshohocken .....	1	2	3	4	5
Overall opportunities for education and enrichment.....	1	2	3	4	5
Overall economic health of Conshohocken.....	1	2	3	4	5
Sense of community.....	1	2	3	4	5
Overall image or reputation of Conshohocken.....	1	2	3	4	5

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

	<i>Very likely</i>	<i>Somewhat likely</i>	<i>Somewhat unlikely</i>	<i>Very unlikely</i>	<i>Don't know</i>
Recommend living in Conshohocken to someone who asks.....	1	2	3	4	5
Remain in Conshohocken for the next five years .....	1	2	3	4	5

**4. Please rate how safe or unsafe you feel:**

	<i>Very safe</i>	<i>Somewhat safe</i>	<i>Neither safe nor unsafe</i>	<i>Somewhat unsafe</i>	<i>Very unsafe</i>	<i>Don't know</i>
In your neighborhood during the day.....	1	2	3	4	5	6
In Conshohocken's downtown/commercial area during the day .....	1	2	3	4	5	6

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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 Conshohocken.....	1	2	3	4	5
Ease of travel by public transportation in Conshohocken .....	1	2	3	4	5
Ease of travel by bicycle in Conshohocken .....	1	2	3	4	5
Ease of walking in Conshohocken .....	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 Conshohocken .....	1	2	3	4	5
Overall appearance of Conshohocken.....	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 Conshohocken as a whole:**

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
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 Conshohocken .....	1	2	3	4	5
Overall quality of business and service establishments in Conshohocken .....	1	2	3	4	5
Vibrant downtown/commercial area .....	1	2	3	4	5
Overall quality of new development in Conshohocken .....	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 Conshohocken.....	1	2	3	4	5
Value of K-12 services for taxes paid.....	1	2	3	4	5

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

	<i>No</i>	<i>Yes</i>
Made efforts to conserve water .....	1	2
Made efforts to make your home more energy efficient .....	1	2
Observed a code violation or other hazard in Conshohocken (weeds, abandoned buildings, etc.) .....	1	2
Household member was a victim of a crime in Conshohocken .....	1	2
Reported a crime to the police in Conshohocken.....	1	2
Stocked supplies in preparation for an emergency .....	1	2
Campaigned or advocated for an issue, cause or candidate .....	1	2
Contacted the Borough of Conshohocken (in-person, phone, email or web) for help or information.....	1	2
Contacted Conshohocken 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 Conshohocken?**

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
Used Conshohocken recreation centers or their services .....	1	2	3	4
Visited a neighborhood park or Borough park.....	1	2	3	4
Used Conshohocken public libraries or their services.....	1	2	3	4
Participated in religious or spiritual activities in Conshohocken .....	1	2	3	4
Attended a Borough-sponsored event.....	1	2	3	4
Used bus, rail, subway or other public transportation instead of driving.....	1	2	3	4
Carpooled with other adults or children instead of driving alone.....	1	2	3	4
Walked or biked instead of driving .....	1	2	3	4
Volunteered your time to some group/activity in Conshohocken.....	1	2	3	4
Participated in a club .....	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 Borough 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?**

	<i>2 times a week or more</i>	<i>2-4 times a month</i>	<i>Once a month or less</i>	<i>Not at all</i>
<u>Attended</u> a local public meeting .....	1	2	3	4
<u>Watched</u> (online or on television) a local public meeting.....	1	2	3	4

# The Borough of Conshohocken 2017 Citizen Survey

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
Police/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
Bus or transit services.....	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
Power (electric and/or gas) utility.....	1	2	3	4	5
Utility billing.....	1	2	3	4	5
Borough 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
Public information services .....	1	2	3	4	5
Cable television.....	1	2	3	4	5
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations).....	1	2	3	4	5
Preservation of natural areas such as open space, farmlands and greenbelts.....	1	2	3	4	5
Conshohocken open space.....	1	2	3	4	5
Borough-sponsored special events .....	1	2	3	4	5
Overall customer service by Conshohocken employees (police, receptionists, planners, etc.).....	1	2	3	4	5

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

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The Borough of Conshohocken.....	1	2	3	4	5
The Federal Government .....	1	2	3	4	5

## 12. Please rate the following categories of Conshohocken government performance:

	<i>Excellent</i>	<i>Good</i>	<i>Fair</i>	<i>Poor</i>	<i>Don't know</i>
The value of services for the taxes paid to the Borough of Conshohocken.....	1	2	3	4	5
The overall direction that Conshohocken is taking .....	1	2	3	4	5
The job Conshohocken government does at welcoming citizen involvement ...	1	2	3	4	5
Overall confidence in Conshohocken 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 Conshohocken community to focus on each of the following in the coming two years:**

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Overall feeling of safety in Conshohocken.....	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 Conshohocken .....	1	2	3	4
Overall “built environment” of Conshohocken (including overall design, buildings, parks and transportation systems) .....	1	2	3	4
Health and wellness opportunities in Conshohocken .....	1	2	3	4
Overall opportunities for education and enrichment.....	1	2	3	4
Overall economic health of Conshohocken .....	1	2	3	4
Sense of community.....	1	2	3	4

**14. In the past 12 months, have you relocated back to the Borough of Conshohocken after having lived elsewhere?**  
 Yes                       No                       I have relocated, but not in the last 12 months

**15. What is the single most important type of residential unit needed in Conshohocken? (Please select one.)**

- Single family detached homes
- Single family semi-detached homes
- Apartments/condominiums
- Rowhome/townhome
- Age-restricted homes
- No new residential buildings are needed

**16. Please rate how important, if at all, each of the following issues are for the Borough of Conshohocken in the next five years:**

	<i>Essential</i>	<i>Very important</i>	<i>Somewhat important</i>	<i>Not at all important</i>
Increasing the amount of activities for seniors .....	1	2	3	4
Increasing the amount of activities for youth.....	1	2	3	4
Providing more affordable housing.....	1	2	3	4
Increasing arts and cultural opportunities .....	1	2	3	4
Providing additional community recreation facilities .....	1	2	3	4
Growth management.....	1	2	3	4
Increasing employment opportunities.....	1	2	3	4
Protecting natural resources.....	1	2	3	4
Improving traffic and road conditions .....	1	2	3	4
Improving public transportation.....	1	2	3	4

# The Borough of Conshohocken 2017 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?**

	<i>Never</i>	<i>Rarely</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>
Recycle at home .....	1	2	3	4	5
Purchase goods or services from a business located in Conshohocken.....	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 Conshohocken?**

- Yes, outside the home  
 Yes, from home  
 No

**D6. How many years have you lived in Conshohocken?**

- 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**



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