



Union Grove Community Survey 2019

About the Survey

The 2019 Community Survey was administered from September 1 to September 30, 2019. It was announced in the Fall 2019 edition of the *Village Voice* newsletter which was mailed to nearly all households. The survey was also announced in the *Union Grove E-News* e-mail newsletter, on the Village website, on social media and written about in *The Journal Times* and *Westine* newspapers.

Residents were asked to give their opinion on 14 questions relating to Village services, quality-of-life issues and demographics. Responses were accepted online and in hard copy format (cut out from the *Village Voice* newsletter). We asked for a limit of one response per household.

Survey Results

A total of 254 survey responses were submitted, which accounts for 13.5% of the Village's 1,881 households (U.S. Census, 2010). There were 182 responses submitted online and the remaining 72 responses were submitted in hard-copy format to Village Hall.

The attached document presents the survey results in summary format. The data tables for Questions 1-7 are displayed in order of weighted average (far-right column) from "Most Important" to "Least Important," "Most Often" to "Least Often" or "Most Satisfied" to "Least Satisfied." Questions 8-13 display results to demographics questions by percentage, frequency or average. The last question (Question 14) is a count of the all responses according to the topic.

Union Grove Community Survey Results
October 2019

1. How important are the following features in your choice to live in Union Grove?

Feature	Not at all (1)		Somewhat (2)		Very Much (3)		Weighted Average
Crime/safety	0.8%	2	7.5%	19	91.7%	232	2.91
Quality of neighborhoods	0.0%	0	17.9%	45	82.1%	206	2.82
Quality of schools	8.7%	22	15.9%	40	75.4%	190	2.67
Small town character	5.6%	14	24.2%	61	70.2%	177	2.65
Affordability	6.8%	17	37.8%	94	55.4%	138	2.49
Municipal services	7.2%	18	40.6%	101	52.2%	130	2.45
Friendliness of neighbors	8.0%	20	47.0%	118	45.0%	113	2.37
Scenery/Natural Beauty	8.4%	21	46.6%	117	45.0%	113	2.37
Housing choices	12.4%	31	46.0%	115	41.6%	104	2.29
Proximity to other cities/I-94	12.5%	31	48.8%	121	38.7%	96	2.26
Local restaurant offerings	19.2%	48	47.6%	119	33.2%	83	2.14
Local retail stores	27.2%	68	44.4%	111	28.4%	71	2.01
Recreational opportunities	24.5%	61	50.2%	125	25.3%	63	2.01
Proximity to Friends and Relatives	26.8%	67	46.4%	116	26.8%	67	2.00
Nearby employment	33.2%	83	42.8%	107	24.0%	60	1.91

Other features considered important (open-ended responses):
Features with more than one mention are shown below.

<u>Feature</u>	<u>Frequency</u>
Library	2
Community Activities/Involvement	2

Observation

Based on weighted averages, “Crime/Safety,” “Quality of Neighborhoods” and “Quality of Schools” were rated the three most important features for why people choose to live in Union Grove. The three least important factors were “Nearby Employment,” “Proximity to Friends/Relatives” and “Recreational Opportunities.” However, 50.2% of respondents indicated that “Recreational Opportunities” are “Somewhat” important in their choice to live in Union Grove.

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2. Please rate your perceptions of the following neighborhood conditions:

Neighborhood Condition	Poor (1)		Fair (2)		Good (3)		Excellent (4)		No Opinion		Weighted Average
Public Safety/Crime	1.2%	3	11.1%	28	53.6%	135	34.1%	86	0.0%	0	3.21
Noise/Nuisance Issues	8.3%	21	13.8%	35	48.2%	122	28.1%	71	1.6%	4	2.98
Building Maintenance	4.0%	10	16.7%	42	63.5%	160	14.3%	36	1.6%	4	2.90
Property Upkeep	4.7%	12	22.9%	58	59.7%	151	12.3%	31	0.4%	1	2.80
Traffic Issues	9.9%	25	21.7%	55	47.0%	119	19.4%	49	2.0%	5	2.77
Pedestrian Safety	11.5%	29	20.6%	52	50.4%	127	17.1%	43	0.4%	1	2.73
Road Conditions	9.2%	23	31.6%	79	48.4%	121	10.4%	26	0.4%	1	2.60
Drainage/Sewer Conditions	20.6%	52	23.7%	60	44.7%	113	9.9%	25	1.2%	3	2.44

Observation

In terms of neighborhood conditions, respondents had the most positive perception of “Public Safety/Crime,” which rated well above other conditions that were listed according to weighted averages. Respondents generally had the least positive perception of public infrastructure, as “Drainage/Sewer Conditions” and “Road Conditions” rated the lowest of the eight conditions surveyed.

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3. Please rate your perceptions of the following types of activities in Union Grove:

Activity	Very Negative (1)		Negative (2)		Positive (3)		Very Positive (4)		No Opinion		Weighted Average
Community Events	3.6%	9	13.9%	35	60.6%	152	12.4%	31	9.6%	24	2.90
Improvements of Park and Public Spaces	6.7%	17	12.7%	32	60.5%	153	9.9%	25	10.3%	26	2.82
Conservation and Green Initiatives	6.4%	16	19.9%	50	41.8%	105	9.6%	24	22.3%	56	2.70
Infrastructure Improvements	11.5%	29	22.9%	58	51.0%	129	7.5%	19	7.1%	18	2.59
New Residential Development	16.0%	40	26.4%	66	37.6%	94	7.6%	19	12.4%	31	2.42
New Business/Commercial Development	17.5%	44	36.9%	93	30.6%	77	5.2%	13	9.9%	25	2.26

Observation

Over 70% of respondents indicated they had “Positive” or “Very Positive” perceptions about activities relating to “Community Events” and “Improvements of Park and Open Spaces” in the Village.

Overall, respondents were least positive toward activities relating to “New Business/Commercial Development.” Interestingly, many respondents submitted comments expressing support for new business/commercial development in response to Question 14. It appears it is a polarizing topic or perhaps there were varying interpretations of how Question 3 was worded.

4. How satisfied are you with the current status of each of the following SAFETY matters in Union Grove?

Safety Matter	Not at all (1)		Somewhat (2)		Very Much (3)		Weighted Average
Feeling of personal safety	0.8%	2	32.5%	82	66.7%	168	2.66
Freedom from vandalism	7.2%	18	51.8%	130	41.0%	103	2.34
Walking at night	5.6%	14	56.0%	140	38.4%	96	2.33

Other safety matters of concern (open-ended responses):
Safety matters with more than one mention are shown below.

Feature	Frequency
Pedestrian/Crosswalk Safety	11
Drug Dealings	4
Speeding	3
Not Obeying Stop Signs	3
Incidents with Dogs At Large	2
Loitering	2
New People Moving In	2
Children Being Preyed On	2

Observation

Nearly two-thirds of respondents were “Very Much” satisfied with their “Feeling of personal safety” in Union Grove. A majority of respondents were at least “Somewhat” satisfied with “Freedom from vandalism” and “Walking at night.” When asked if there are other safety matters of concern, there were 11 mentions of concerns relating to Pedestrian and Crosswalk Safety.

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**5. How satisfied are you with the current status of each of the following
MUNICIPAL SERVICES in Union Grove?**

Municipal Service	Not at all (1)		Somewhat (2)		Very Much (3)		No Opinion		Weighted Average
Fire and EMS Services	0.8%	2	12.6%	31	72.5%	179	14.2%	35	2.83
Library Services	1.2%	3	13.5%	34	65.5%	165	19.8%	50	2.80
Elections and Voting	2.0%	5	19.1%	48	69.8%	176	9.1%	23	2.75
Village Hall Customer Service	4.0%	10	17.1%	43	69.4%	175	9.5%	24	2.72
Brush Pick-Up	2.4%	6	24.0%	60	62.8%	157	10.8%	27	2.68
Police Services	3.6%	9	28.7%	72	57.8%	145	10.0%	25	2.60
Park Maintenance	4.4%	11	30.6%	77	54.0%	136	11.1%	28	2.56
Snow Removal	6.0%	15	32.8%	82	58.4%	146	2.8%	7	2.54
Garbage and Recycling	10.3%	26	24.2%	61	60.7%	153	4.8%	12	2.53
Village Communications	7.5%	19	36.1%	91	50.0%	126	6.4%	16	2.45
Sanitary Sewer	10.4%	26	31.1%	78	45.8%	115	12.8%	32	2.41
Water Utility	9.2%	23	37.9%	95	46.2%	116	6.8%	17	2.40
Street maintenance	12.0%	30	44.2%	111	41.0%	103	2.8%	7	2.30
Recreation	9.1%	23	40.5%	102	30.6%	77	19.8%	50	2.27
Stormwater/drainage	18.2%	45	37.5%	93	34.7%	86	9.7%	24	2.18
Building Permits	8.4%	21	25.3%	63	14.9%	37	51.4%	128	2.13
Hazardous Waste Disposal	16.3%	41	36.5%	92	22.2%	56	25.0%	63	2.08
Tax Assessments	15.8%	39	57.9%	143	12.6%	31	13.8%	34	1.96

Observation

Based on weighted averages, respondents were most satisfied with “Fire/EMS Services,” “Library Services,” “Elections and Voting,” “Village Hall Customer Service” and “Brush Pick-Up.” As a whole, respondents were least satisfied with “Tax Assessments,” although 57.9% of respondents were “Somewhat” satisfied with this service. Although most respondents were at least “Somewhat” satisfied with “Stormwater/drainage,” there were 45 respondents who indicated they were “Not at all” satisfied with this service.

6. How often do members of your household make use of the following Village amenities?

Amenity	Not at all (1)		Sometimes (2)		Very Often (3)		Weighted Average
Paths and walkways	33.9%	85	42.6%	107	23.5%	59	2.79
Playground equipment	45.8%	115	40.6%	102	13.6%	34	2.35
Picnic/pavilion areas	52.6%	132	42.6%	107	4.8%	12	2.04
Baseball fields	65.6%	164	24.4%	61	10.0%	25	1.89
Dog park	68.5%	172	22.3%	56	9.2%	23	1.81
Soccer fields	73.6%	184	18.4%	46	8.0%	20	1.69

Other amenities that members of your household use very often
(open-ended responses):

Safety matters with more than one mention are shown below.

<u>Amenity</u>	<u>Frequency</u>
Library	5
Sidewalks	2

Observation

A majority of respondents indicated one or more members of their household use “Paths and Walkways” and “Playground Equipment” at least “Sometimes.” Over 50% of respondents indicated “Not at All” for whether a member of their household uses “Picnic/Pavilion Areas,” “Baseball Fields,” “Dog Park” and “Soccer Fields.”

7. What sources do you rely on to learn about Village of Union Grove information?

Source	Not at all (1)		Sometimes (2)		Very Often (3)		Weighted Average
Village Voice (quarterly newsletter)	6.4%	16	18.0%	45	75.6%	189	2.69
Word of Mouth	15.5%	38	56.1%	138	28.5%	70	2.13
Village E-News (monthly e-mail newsletter)	39.0%	97	17.7%	44	43.4%	108	2.04
Village Website (Uniongrove.net)	24.1%	60	55.4%	138	20.5%	51	1.96
Village of Union Grove Facebook Page	43.5%	107	31.3%	77	25.2%	62	1.82
The Journal Times newspaper	53.4%	133	31.7%	79	14.9%	37	1.61
Westine newspaper	61.0%	150	22.0%	54	17.1%	42	1.56
Other Social Media	63.6%	154	26.9%	65	9.5%	23	1.46

Other sources for Village information used sometimes or regularly
(open-ended responses):

Sources with more than one mention shown below.

<u>Source</u>	<u>Frequency</u>
Community State Bank Electronic Sign	4
Village Hall (Phone or In-Person)	3

Observation

Three-quarters of respondents indicated they rely on “Village Voice” for Village information “Very Often.” The next most popular sources were “Word of Mouth” and “Village E-News.” “Other Social Media,” “Westine” and “The Journal Times” were the least popular sources for Village information.

8. What type of residence do you live in?

Residence Type	Responses	
Single family house	84.5%	213
Townhouse or condominium	7.5%	19
Apartment	6.8%	17
Mobile home	1.2%	3

Observation

A vast majority (84.5%) of respondents reside in a single-family house. The remaining 15.5% of respondents reside in a Townhouse/Condominium, Apartment or Mobile Home.

9. Do you own or rent your residence?

Own or Rent	Responses	
Own	89.7%	227
Rent	10.3%	26

Observation

A vast majority (89.7%) of respondents own their residence, while only 10.3% rent.

10. How long have you resided in Union Grove?

Duration	Responses	
Less than 1 year	2.8%	7
1-4 years	11.5%	29
5-9 years	12.7%	32
10-14 years	9.1%	23
15-19 years	13.1%	33
20-25 years	13.1%	33
More than 25 years	37.7%	95

Observation

A majority of respondents (50.8%) indicated they have resided in Union Grove at least 20 years, and over one-third of respondents have lived in Union Grove more than 25 years. Residents of less than 10 years accounted for 27.0% of the respondents.

11. If you moved to Union Grove in the last 10 years where was your prior residence?

Location	Responses	
Racine County (East of I-94)	30.3%	40
Racine County (West of I-94)	22.0%	29
Kenosha County	12.1%	16
Milwaukee County	5.3%	7
Somewhere else in WI	7.6%	10
Illinois	3.8%	5
Other (open-ended responses):		
Feature	Frequency	
Out of State	3	
Lived on a Boat	1	

Observation

A majority (52.3%) of respondents who moved to Union Grove in the last 10 years last resided somewhere else in Racine County.

12. Age of head of household (in years):

Age of Household	Responses	
18-34 years	8.4%	21
35-50 years	32.9%	82
51-65 years	28.5%	71
65 and over years	30.1%	75

Observation

Nearly 60% of respondents indicated the age of their head of household is 51 years or older. Respondents with a head of household between the ages of 18 and 34 accounted for just 8.4%.

13. Average number of children by age group living in a household:

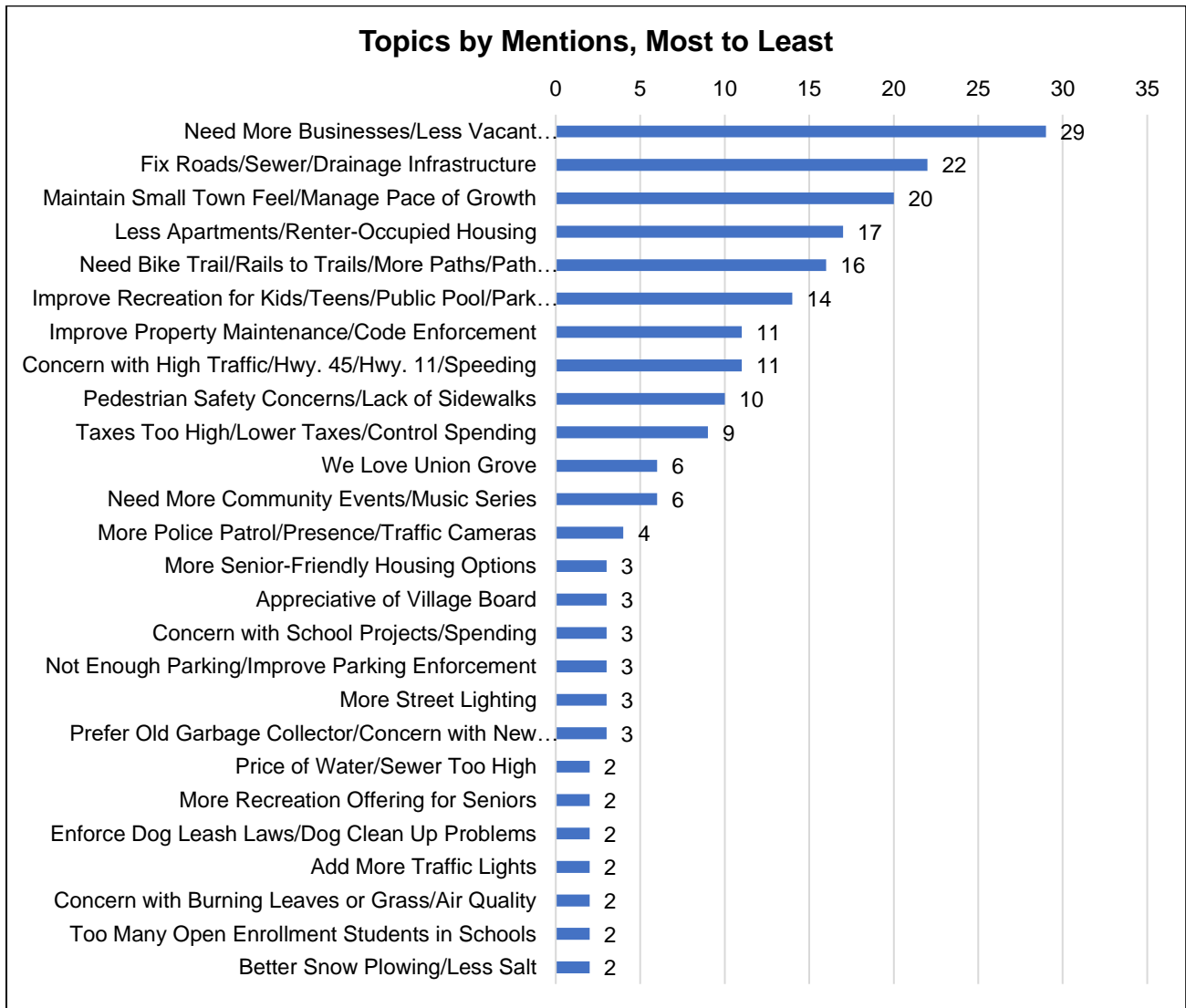
Age Group	Average Number
0 to 4 years	0.43
5 to 9 years	0.53
10 to 14 years	0.75
15 years and over	0.88

Observation

Respondents were asked to indicate how many children reside in their household by age group. The results indicate that older children are generally more common in households of the respondents. The most common age of children in the household was “15 years and over,” which had an average of nearly one (0.88) per household.

14. Please share any other comments or ideas you have for the community.

A total of 141 individuals (55.5%) who submitted a survey provided a response to this open-ended question. In order to help organize the results and identify trends, the responses were categorized by Village staff based on the topics that were addressed. The results of this categorization are displayed below. The chart below shows all topics that were mentioned by at least two different respondents.



Observation

The three most-mentioned topics involved “Need for New Businesses/Address Vacant Parcels,” “Fix Roads/Infrastructure” and “Maintain Small Town Feel/Manage the Pace of Growth.” Overall, the overarching themes that residents expressed concern or ideas about involved development, infrastructure, paths/recreation, safety, property values and taxes.