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Town of St. James Community Center Survey: Final Report

By

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Executive Summary

This report describes the results of a project that surveyed all property owners within the Town of St. James to determine whether they support having the Town build a community center in the near future. Every property owner received one questionnaire. Jointly owned properties (e.g., married couples) received an additional questionnaire to account for differences in opinion between joint property owners. The mailing included a cover letter, informational brochure, and a short questionnaire. The survey was mailed on April 17, 2008 and had a May 23, 2008 response deadline. A reminder post card was mailed one week after the initial mailing. Both mailings were sent using bulk mail postage to reduce costs. Various quality control/quality assurance procedures were used to ensure the accuracy of the data entry and to eliminate duplicate responses from property owners. The data were analyzed using SPSS 15.0 for Windows.

Out of 6,123 mailed questionnaires, 3,687 were returned for an overall response rate of 60.2 percent. The response rate for St. James mailing addresses was 86.9 percent. The response rate for non-St. James mailing addresses was 40.5 percent. The survey found that 50.7 percent of all respondents supported having the Town of St. James build a community center while 48.1 percent were opposed. Respondents with St. James mailing addresses supported the proposal by a margin of 50.6 to 48.6 percent. Respondents without a St. James mailing address supported the proposal by a margin of 50.7 percent to 47.4 percent. The results were then analyzed using cross tabulations between support for the community center and the demographic characteristics, residential status, and club membership status. The cross-tabulations provide general support for the community center across a variety of sub-groups within the sample. A similar analysis using only those with or without St. James mailing addresses produced comparable results. Notable variations among sub-groups include:

- Property owners under 45 and older than 75 tend to be opposed while those between 45 and 75 support the community center by small margins.
- Full-time residents and non-resident property owners tend to support the community center by a small margin while part-time residents are opposed by similar margins.
- Length of time as a resident appears related to support for the community center. Full-time residents who moved to St. James within the last year had the highest level of support. Residents between one and five years and those living there for between five and 10 years have progressively lower margins of support and then residents of more than 10 years tend to be against the community center.
- Individuals who plan to become full-time residents tend to support the community center, regardless of when they plan to move there. Conversely, those that never plan to move to St. James full-time tend to be against it.
- Club membership is related to support for the community center in two different ways. Property owners with golf or tennis club memberships tend to support the community center by small margins. Property owners with social club memberships or no club membership tend to be opposed by small margins.

While these differences help to understand the opinions of property owners, in almost every instance the sub-groups opposed to the community center are a relatively small proportion of the total responses. Thus, the vast majority of respondents within each category supported the community center, albeit by small margins. The one exception is the opposition by a small margin to the community center by those with social club memberships.

Table 1: Response Rates for St. James Community Center Survey

	Mailed		Returned	
	N	%	N	%
All Property Owners	6,123	100.0	3,687	60.2
St. James Address	2,566	41.9	2,230	86.9
Non-St. James Address	3,557	58.1	1,440	40.5

Table 4: Support For Building a Community Center

	Yes		No		No Response	
	N	%	N	%	N	%
All Respondents (N = 3,670)	1,859	50.7	1,765	48.1	46	1.3
St. James Address (N = 2,230)	1129	50.6	1083	48.6	18	0.8
Non-St. James Address (N = 1,440)	730	50.7	682	47.4	28	1.9
Residential Status (N = 3,612)						
Permanent Resident	1108	51.3	1039	48.1	11	0.5
Part time resident	184	46.3	209	52.6	4	1.0
Own property but do not live there	523	53.2	452	45.9	9	0.9
Other	38	52.1	33	45.2	2	2.7
Gender (N = 3,620)						
Male	932	51.0	883	48.4	11	0.6
Female	920	51.3	859	47.9	15	0.8
Age (N= 3,303)						
18 – 25	1	50.0	1	50.0	0	0.0
26 – 35	2	33.3	4	66.7	0	0.0
36 – 45	34	47.9	37	52.1	0	0.0
46 – 55	286	51.6	268	48.4	0	0.0
56 – 65	939	51.8	856	47.2	17	0.9
66– 75	542	51.6	501	47.7	8	0.8
Over 75	45	42.1	62	57.9	0	0.0
Households w/ children (N = 202)	110	54.5	92	45.5	0	0.0
Current Club Memberships (N = 2,556)						
Social Members	529	48.6	550	50.6	9	0.8
Tennis Club Members	182	57.2	136	42.8	0	0.0
Golf Club Members	789	52.8	696	46.6	8	0.5
No club membership	62	38.0	101	62.0	0	0.0
Time as a Full-Time Resident (N = 2,149)						
Less than 1 year	85	57.0	63	42.3	1	0.7
Between 1 and 5 years	524	53.4	453	46.2	4	0.4
Between 5 and 10 years	378	50.7	365	48.9	3	0.4
Between 10 and 15 years	110	40.9	158	58.7	1	0.4
Over 15 years	2	50.0	2	50.0	0	0.0