



Research Dynamics, Inc.

MARKETING RESEARCH STUDY

FOR

THE MULLIKIN AGENCY

- Survey of Northwest Arkansas Consumers -

Prepared for:

The Mullikin Agency

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MARKETING RESEARCH

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Background and Objectives

The Mullikin Agency is developing an image and marketing campaign for the Springdale Chamber of Commerce. As part of this process, The Mullikin Agency and the Springdale Chamber of Commerce are interested in learning the perception of Springdale among residents of Northwest Arkansas. In order to gauge opinion about Springdale, The Mullikin Agency commissioned Research Dynamics to conduct a marketing research survey.

Specific questions to be answered by this study include:

- What is respondents' overall opinion of Springdale?
- How often do respondents use various Springdale amenities?
- How do respondents rate their opinion of various aspects of Springdale?
- What other aspects of Springdale do respondents feel strongly about?
- What is respondents' opinion of the Springdale Chamber of Commerce?
- How many respondents agree with various statements about the Springdale Chamber of Commerce?

Methodology

- A total of 500 random telephone interviews were conducted with adults 18 years old or older. Of these 500 interviews, 250 interviews were conducted with residents of Springdale (referred to in this report as "Springdale respondents"), with the other 250 interviews conducted with residents of Benton County and Washington County, outside of Springdale (referred to in this report as "Non-Springdale respondents").
- Interviews were conducted between January 3 and January 17, 2008.
- The margin of error for results based on the total sample of 500 respondents is +/- 5 points. This means that if all adults 18 years old or older who live in Benton County and Washington County were interviewed, in 95 out of 100 cases the results would differ by no more than 5 points in either direction from the results of the 500 respondents interviewed for this study.
- A copy of the questionnaire is appended.

Summary of Findings

1. Overall Opinion About Springdale

Total Sample

- Across all 500 respondents, when asked their overall opinion about Springdale as a place to live or visit, 29% of survey participants said they have a **Very favorable** opinion of Springdale, with an additional half of all respondents, 51%, saying their overall opinion of Springdale is **Somewhat favorable**. So, it could be said that a combined 80% of respondents have a favorable opinion of Springdale, either **Very favorable** (29%) or **Somewhat favorable** (51%).
- Fifteen percent (15%) of those surveyed rate their overall opinion of Springdale as **Not very favorable**, while just 5% have a **Not at all favorable** opinion of Springdale.

By Location

- In terms of favorable opinion about Springdale -- the combined **Very favorable** and **Somewhat favorable** percentages -- Springdale respondents' level of favorable opinion of Springdale was somewhat higher than favorable opinion of Springdale among Non-Springdale respondents (90% vs. 70%), but favorable opinion was certainly quite good in both Springdale and the Non-Springdale area.

2. Usage Of Springdale Amenities

Total Sample

- Using a scale of "1" to "5," in which "1" meant they Never Use the amenity and "5" meant they Often Use the amenity, two Springdale amenities (out of the nine tested) received clearly the highest percentage of "5" or Often Use ratings among the total survey sample: **Springdale Public Library** and the **Jones Center for Families** (each with a 15% Often Use score).

2. **Usage Of Springdale Amenities** (continued)

Total Sample (continued)

- By contrast, more than seven in ten respondents in the total sample said their level of usage of the **Springdale Youth Center** and **Springdale Aquatic Center** was a "1," or Never Use (77% and 73%, respectively).

By Location

- Taking together the percentage of "5," or Often Use, scores and the "4," the next-to-highest level of usage scores, for each of the nine Springdale amenities, the **Springdale Public Library** (41%) had easily the highest combined "4/5" usage score among Springdale respondents, followed by the **Jones Center for Families** (26%), and **Springdale's parks** (23%).
- In the Non-Springdale area, the **Jones Center for Families** had the highest combined "4/5" usage level (21%), followed closely by the **NWA Convention Center** and the **Rodeo of the Ozarks** (17% and 15%, respectively).

3. **Rating Of Aspects Of Springdale**

Total Sample

- As far as how they rate their opinion of nine aspects of Springdale, using a "1" to "5" scale, with "1" meaning Poor and "5" meaning Excellent, the **Springdale Fire Department** received by far the highest percentage of Excellent ratings among all respondents, at 29%, or 11-14 points higher than the Springdale aspects that followed: the **Springdale Police Department** (18% Excellent), the **Springdale public school system** (17%), and the **Available healthcare for Springdale citizens** (15%).
- Four of the nine aspects of Springdale were rated as Excellent by no more than 6% of all respondents: **The attractiveness of Springdale** (6% Excellent), **City Government helpfulness** (4%, but high No. Opinion score), **Springdale's road system** (4%), and the **Springdale City Council's effectiveness** (3%, but high No Opinion score).

3. **Rating Of Aspects Of Springdale** (continued)

By Location

- Comparing the Excellent ratings for the nine Springdale aspects among Springdale respondents and Non-Springdale respondents -- and removing No Opinion responses to allow a comparison of Springdale and Non-Springdale responses -- the same three aspects had the highest Excellent scores among both Springdale and Non-Springdale respondents, even though the scores in Springdale were quite a bit higher: **Springdale Fire Department** (46% Excellent in Springdale, vs. 26% Excellent in Non-Springdale), **Springdale public school system** (32% vs. 12%), and the **Springdale Police Department** (29% vs. 13%).
- Excellent scores were both quite low and differed by no more than one point in the Springdale and Non-Springdale areas for **City Government helpfulness** (6% Excellent in Springdale, 5% Excellent in the Non-Springdale area), **Springdale's road system** (4% and 5%, respectively), and **Springdale City Council's effectiveness** (4% and 5%, respectively).

4. **Other Aspects Of Springdale That Respondents Feel Strongly About**

Total Sample

- When respondents were asked what other aspects of Springdale they feel strongly about (other than those aspects they had already been asked about), either positively or negatively, the two categories of responses mentioned most often in the total sample were that respondents **Like Springdale** or comments about the **Impact of the Hispanic population** (each mentioned by 8% of those surveyed).
- After the categories of **Liking Springdale** and the **Impact of the Hispanic population**, categories of aspects of Springdale cited by 5% of all respondents were **Needs better roads**, **Improve the traffic situation**, and **Needs to be cleaner/more attractive**.

4. **Other Aspects Of Springdale That Respondents Feel Strongly About** (continued)

By Location

- Comments that comprised the category **Liking Springdale**, which tied with the **Impact of the Hispanic population** as the most-often mentioned aspect of Springdale that respondents feel strongly about among all respondents were, probably understandably, higher among respondents who live in Springdale than among those in the Non-Springdale area (12% vs. 4%), but comments about the **Impact of the Hispanic population** were at about the same level in both areas (8% in the Non-Springdale area, 7% in Springdale).
- Interesting was the divergence in thoughts about **Restaurants/Stores/Attractions** in Springdale. Whereas more Springdale respondents than Non-Springdale respondents feel that Springdale **Needs more restaurants/stores/attractions** (5% vs. 2%), Non-Springdale respondents were more likely than those in Springdale to feel that Springdale has **Good restaurants/stores/attractions** (5% vs. 1%).

5. **Opinion Of Springdale Chamber Of Commerce**

Total Sample

- After being read a description of the Springdale Chamber of Commerce and the work it does, 6% of all survey participants said they have an **Excellent** opinion of the Springdale Chamber, with an additional 29% of those surveyed having a **Good** opinion. A combined two in ten respondents, 20%, had a less-than-favorable image of the Springdale Chamber (14% **Fair**, 6% **Poor**). A large segment of the total sample of respondents, 45%, had **No Opinion** of the Springdale Chamber.

5. **Opinion Of Springdale Chamber Of Commerce** (continued)

By Location

- Removing the No Opinion responses, the ratio of combined **Excellent/Good** (favorable) to combined **Fair/Poor** (unfavorable) ratings of the Springdale Chamber of Commerce differed little in Springdale (44% Excellent/Good vs. 24% Fair/Poor) and in the Non-Springdale area (27% Excellent/Good vs. 15% Fair/Poor).

6. **Agreement With Statements About Springdale Chamber Of Commerce**

Total Sample

- Respondents were asked how much they agreed with five statements about the Springdale Chamber of Commerce, rating their level of agreement with each statement from "1," or Strongly Disagree to "5," or Strongly Agree. There was generally not a lot of strong reaction to the five statements, with at least a 23% No Opinion score for all five statements in the total sample, and the highest "5" or Strongly Agree score among all respondents being for the statements that the Springdale Chamber **Serves as a resource for businesses and individuals that need information about Springdale** and **Promotes the city of Springdale and its amenities** (14% Strongly Agree score each). Not as encouraging was the fact that equal 6% segments of the total sample Strongly Agree and Strongly Disagree that the Springdale Chamber **Trains the future leaders of Springdale** and that **Brings new businesses and jobs to Springdale** actually attracted more Strongly Disagree mentions than Strongly Agree mentions (9% vs. 6%).
- As far as the statement that "the Springdale Chamber of Commerce is an effective force of influence for the betterment of Springdale," about half of all respondents, 48%, either **Strongly Agreed** (13%) or **Somewhat Agreed** (35%) with this statement, as compared to just 13% who either **Somewhat Disagreed** (8%) or **Strongly Disagreed** (5%) with this statement. About four in ten respondents were **Not Sure** how much they agreed with the statement that "the Springdale Chamber of Commerce is an effective force of influence for the betterment of Springdale" (39%).

6. **Agreement With Statements About Springdale Chamber Of Commerce** (continued)

By Location

- There was only one of the five statements about the Springdale Chamber of Commerce that had a notably higher "5," or Somewhat Agree score among Springdale respondents, as compared to those in the Non-Springdale area -- **Serves as a resource for businesses and individuals that need information about Springdale** (23%, vs. 16%, removing No Opinion responses to make this comparison). However, for the four other statements about the Springdale Chamber, the "5," or Strongly Agree scores differed by no more than two points based on whether a respondent lives in Springdale or the Non-Springdale area.
- Half the Non-Springdale survey participants, 48%, and three in ten of those surveyed in Springdale, 30%, said they were **Not Sure** when asked how much they agreed with the statement that "the Springdale Chamber of Commerce is an effective force of influence for the betterment of Springdale." Based on the ratio of the number of **Strongly Agree** or **Somewhat Agree** mentions to **Somewhat Disagree** or **Strongly Disagree** mentions, reaction to this statement among respondents with a definite opinion was actually a little more favorable in the Non-Springdale area (43% combined **Strongly Agree/Somewhat Agree** score vs. 9% **Somewhat Disagree/Strongly Disagree** score) than in Springdale (53% vs. 17%).

Conclusions

- 1) Overall Survey Results. In this survey of 500 Northwest Arkansas consumers, the vast majority of respondents, 80%, had either a Very favorable or Somewhat favorable overall opinion of Springdale as a place to live or visit; this Very favorable/Somewhat favorable percentage rose to an impressive 90% in Springdale itself, and was a respectable 70% among those in the Non-Springdale portion of the survey sample. In another survey question, the category "Liking living in Springdale" was the leading response given when Springdale respondents were asked to name aspects of Springdale they felt strongly about.

And, as we will discuss in more depth, certain aspects of Springdale drew a good deal of praise from respondents, such as the Jones Center for Families, the Springdale Public Library, and Springdale's Fire Department, Public school system, and Police Department.

Throughout the survey interviews, we got the impression that many respondents take pride in the growth that has taken place in recent years in Springdale and Northwest Arkansas, even though, as we will be discussing, quite a few people took issue with perceived problems that have accompanied the area's growth.

The remainder of these Conclusions will look at various survey results and their possible implications for how Springdale communicates itself to Springdale, Northwest Arkansas, and beyond. We'll also be looking at what respondents had to say in the series of survey questions about the Springdale Chamber of Commerce, as well as discuss ways in which the Springdale Chamber might make use of the results to those questions in its future marketing efforts.

2) Roads/Cleanliness/Traffic. As we mentioned above, the rapid growth in Springdale was seen as a positive by many respondents, and they realize that some of the amenities they enjoy today would not be possible without that growth. However, Springdale's growth has, in the opinion of some, brought problems that need to be addressed, and those concerns represent probably the primary point of emphasis emerging from this survey.

Specifically, Roads, Cleanliness, and Traffic were a few major aspects of Springdale that are somewhat related and were seen in this survey as having been negatively impacted by the growth that has taken place in Springdale.

As far as Roads, when respondents were asked to rate their opinion of Springdale's road system on a "1" to "5" scale where "1" means Poor and "5" means Excellent, only 4% of all 500 respondents rated Springdale's road system as Excellent; by contrast, 15% of respondents assigned a Poor rating to Springdale's road system. Then, when survey participants were asked to state in their own words -- without a list of aspects provided -- what aspects of Springdale they feel strongly about, the opinion that Springdale Needs better roads ranked among the top categories of responses; such comments included mentions of roads that are seen as dangerous or needing repair. On Cleanliness, in the "1" to "5" rating scale just mentioned, The attractiveness of Springdale had only a 6% Excellent score in the total sample, as compared to a 13% Poor rating. And, as an aspect of Springdale they feel strongly about, the opinion that Springdale Needs to be cleaner/more attractive was, like Needs better roads, one of the leading categories of aspects of Springdale mentioned; among specifics noted by respondents were the presence of trash, as well as old buildings and signs that respondents felt needed to be removed.

Concerns about Traffic in Springdale primarily emerged in the survey question asking what aspects of Springdale respondents feel strongly about, as Improving the traffic situation (mainly the traffic congestion) was, with Needs better roads and Needs to be cleaner/more attractive, among the most-often cited aspects of Springdale mentioned.

In addition to the specific areas of Roads, Cleanliness, and Traffic, but related in some ways, in the survey question that asked respondents to name off the top of their head aspects of Springdale that they feel strongly about, one of the relatively frequently-mentioned categories was Negative aspects of growth, planning, and zoning.

What to make of the above-mentioned survey results? For one thing, the fact that Poor ratings were higher than Excellent ratings for Springdale's road system and The attractiveness of Springdale is quite significant, indicating the depth of respondent concern about these two areas. And, the various survey scores regarding Roads, Cleanliness, and Traffic as needing improvement that we have been discussing in this section in the opinion of those interviewed in this survey were pretty much equal among Springdale respondents and Non-Springdale respondents, thereby indicating that these are areas of concern throughout Northwest Arkansas.

The next section of these Conclusions will offer some suggestions on how Springdale might address the aspects of Springdale we have just discussed, including, importantly, ideas on how any actions might be communicated to the public.

- 3) Actions And Communication. We are not in a position to know the specifics of Springdale's expenditures (and those of the state and federal government) in the areas we reviewed in the previous section -- Roads, Cleanliness, and Traffic -- and we realize that simply saying money should be spent to address these issues can be a lot easier said than done given the competition for the available government funds and the many demands for those funds.

However, the various survey results we have been detailing regarding Roads, Cleanliness, and Traffic were notable enough that we feel these related areas represent Springdale's greatest current challenge, at least according to this survey.

While the specifics of how available money is spent to make improvements in the areas of Roads, Cleanliness, and Traffic are up to others to decide, from an image standpoint we feel comfortable saying that Springdale needs to make some effort in these areas, in order to demonstrate to the public that Springdale's leaders realize improvements need to be made in these areas, and that while all the needed improvements can't be made overnight, the public can be assured that plans are being made and actions are being taken.

Whatever actions Springdale is able to initiate short term regarding Roads, Cleanliness, and Traffic need to be communicated to the public, and in a big way, including informing the public about those improvements that are already being made, or have been made (and, in fact, some recent road improvements were noted by a few participants in this survey). We were impressed by how knowledgeable respondents in this survey seemed to be about topics such as growth, zoning, and traffic patterns. And, while their interest in these subjects for the purposes of this survey revolved around the concerns we have been discussing, this interest also means that Springdale has an audience that will be receptive to hearing about the city's future plans in areas such as Roads, Cleanliness, and Traffic. Springdale should develop a comprehensive plan for informing the public about projects in areas such as Roads Cleanliness, and Traffic, using various media outlets, the Internet, etc., to communicate the dates when improvement projects in areas such as Roads, Cleanliness, and Traffic are set to begin, and then keeping people up-to-date with detailed and frequent progress reports, as well anticipated completion dates. In other words, Springdale should speak to the public's interest in knowing about Springdale's plans for the future, while at the same time taking actions in areas that are of concern to the public, such as Roads, Cleanliness, and Traffic (with the added benefit that because these three areas are somewhat related, improvements in one area have the possibility of improving one of the other areas as well).

It is important to remember that the issues we have been discussing arise out of a positive, that is, the growth of Springdale and its attractiveness as a place to live. Just as the public needs to be informed about improvements that will be taking place to address the issues that have arisen from Springdale's growth, it would also probably be a good idea to remind the public about all the amenities and other benefits Springdale has already realized because of its recent growth.

Make no mistake though, the level of response we heard about areas such as Roads, Cleanliness, and Traffic in this survey leads us to conclude that the public does have serious concerns about these areas, and it is apparent that actions over and beyond what is currently being done are needed (at least in the opinion of many of those interviewed for this survey), or, at the very least, there needs to be better communication about Springdale's future plans to deal with the ramifications of its growth. This communication should take place throughout Northwest Arkansas, as Non-Springdale respondents in this survey were as likely as Springdale respondents to voice concerns over Roads, Cleanliness, and Traffic.

- 4) The Hispanic Population. Other than the need to improve the Roads, Cleanliness, and Traffic in Springdale, probably the other issue in this survey that elicited the most pronounced response from those interviewed was the Impact of the Hispanic population. In the survey question that asked respondents to say in their own words what aspects of Springdale they felt strongly about, the category Impact of the Hispanic population (almost always mentioned in a negative tone) tied for the most mentions with the category Liking Springdale, and, as far as negative categories of aspects of Springdale that were mentioned, the Impact of the Hispanic population was named far more often than any other negative category, and it was mentioned prominently by both Springdale respondents and Non-Springdale respondents.

In citing the Impact of the Hispanic population as an aspect of Springdale they feel strongly about, some respondents didn't mention a specific problem being caused by the Hispanic population, but others did refer to the strains that they feel the growth in the Hispanic population has placed on city services, or noted instances of crime in which Hispanics have been involved, or in a few cases simply expressed their feeling that Hispanics were "taking over."

Certainly many of the ills attributed to the Hispanic population by survey participants can also be found in the non-Hispanic portion of the Springdale population. And, the Hispanic population is surely making many positive contributions that have helped Springdale's growth. However, we detected a real resentment toward the Hispanic population on the part of many respondents -- especially resentment toward those living in Springdale illegally -- and this resulting tension is something that Springdale leaders will need be prepared to address, if they aren't already, even if some people are speaking about the Hispanic population out of ignorance, fear, or discrimination. What Springdale says relative to concerns about the Hispanic population will probably not be easily crafted as this is certainly a sensitive issue that has many sides to it, including the need to educate the general population about the positive Impact of the Hispanic population.

- 5) Government-Related Entities. A couple of survey questions measured respondent opinion about various Springdale government entities; results for these survey questions drew both positive and negative responses.

First, the positive. When respondents rated their opinion of nine aspects of Springdale, the three highest-rated aspects of Springdale in terms of Excellent ratings in the total sample were all government entities: the Springdale Fire Department, which had by far the highest rating overall, the Springdale Police Department, and the Springdale public school system.

The city of Springdale should consider leveraging the positive perception of its Fire and Police departments, as well as its Public school system, by featuring the personnel, programs, and accomplishments of these organizations in advertising and marketing the city does to communicate its image in the region. By the way, the Springdale Fire Department, Springdale Police Department, and Springdale public school system had the three highest Excellent rating scores for the various Springdale aspects among both Springdale and Non-Springdale respondents (though the scores weren't real high in the Non-Springdale area), thereby enhancing these entities' value even more as components of Springdale's marketing messages.

While respondents were very positive about Springdale's Fire Department, Police Department, and Public school system, they were equally negative about two other aspects of Springdale they were asked to rate in the survey question that measured opinion of various Springdale aspects: City Government helpfulness and the Springdale City Council's effectiveness. In addition, the later survey question that asked survey participants to name, in their own words, aspects of Springdale they feel strongly about, provides some insight into specific issues that may have resulted in the low ratings Springdale received on City Government helpfulness and the Springdale City Council's effectiveness. Interestingly, although it was singled out as a positive aspect of Springdale by several respondents, the new baseball park and its financing drew criticism from others; such negative comments about the baseball park were only made by Springdale respondents, none from Non-Springdale respondents (although favorable comments about the baseball park were heard in both the Springdale and Non-Springdale areas).

To be sure, there will always be some criticism of local government officeholders in any city. The successful communication of Springdale's future growth initiatives that we discussed earlier in these Conclusions would seem to present Springdale City Government with an excellent opportunity to improve its perception in the community.

- 6) Springdale Chamber Of Commerce. A section of survey questions sought to gauge respondent opinion about the Springdale Chamber of Commerce.

When asked to rate their opinion of the Springdale Chamber of Commerce after being read a description of the work the Springdale Chamber does, 45% of all respondents (32% of those in Springdale, and 58% of Non-Springdale respondents), said they have No Opinion of the Springdale Chamber of Commerce. This result is not entirely surprising given that the survey sample was made up of people from all walks of life, some of whom closely follow the work of organizations like the Springdale Chamber, some of whom don't. At the same time, the level of No Opinion about the Springdale Chamber provides the Chamber with an excellent opportunity to educate a sizeable segment of the area population that is not familiar with the work the Chamber does on behalf of Springdale (including the role the Springdale Chamber has played in the city's growth, as well as the work the Chamber does to help address some of the issues we discussed earlier in these Conclusions, such as working to improve transportation in the area).

Among survey participants who do have a specific opinion of the Springdale Chamber, opinion was more favorable than unfavorable, but not overwhelmingly so, providing even more reason for the Springdale Chamber to inform the public about the work it does.

This survey also included several statements about the work of the Springdale Chamber of Commerce for which respondents were asked to indicate the degree to which they agreed with those statements. As might be expected given the relatively high level of overall No Opinion about the Springdale Chamber that we noted above, there were also many respondents who were not able to say how much they agreed with the various statements about the Springdale Chamber, especially Non-Springdale respondents.

Among those people who were able to express a level of agreement with the various statements about the Springdale Chamber of Commerce, there was not much in the way of strong opinion voiced, whether positive or negative. While it might be of some concern that the statements about the Springdale Chamber did not draw a higher level of agreement than they did, there was not a sizeable portion of those with an opinion about the various statements who said they disagreed with the statements, so, we again have a survey result that suggests an opportunity for the Springdale Chamber to inform people about its work.

The Springdale Chamber of Commerce obviously has been a major reason for the rapid growth of Springdale in recent years. The questions asked in this survey regarding the work of the Springdale Chamber indicate that there is room for the public to be better informed about the work of the Springdale Chamber. Moreover, the fact that there was not much difference in the results for the Springdale Chamber-related questions among Springdale respondents and Non-Springdale respondents may well mean that the Springdale Chamber's education effort should start in Springdale itself.

- 7) Specific Springdale Amenities. One of the early survey questions asked respondents how often they use various Springdale amenities. One amenity in particular ranked relatively high in the usage results among Springdale respondents, as well as Non-Springdale respondents (thereby strengthening its importance), while also drawing favorable side comments from respondents throughout this survey, and that amenity was the Jones Center for Families. This facility, which serves so many different sectors of the community, appears to be very well-regarded by a lot of people, based on the results of this survey, and we strongly urge Springdale, even more than it may already be, to make the Jones Center for Families a more prominent focal point of its marketing messages in Springdale and throughout Northwest Arkansas.

In addition to the Jones Center for Families, survey results for other Springdale amenities are also worth pointing out. The Springdale Public Library was easily the most-often used amenity among Springdale respondents, and clearly is popular with the Springdale portion of the survey sample. Even some Non-Springdale respondents said they had used the Springdale Public Library fairly often, and so, to the extent Non-Springdale residents can use the Springdale Public Library, and given the library's high level of popularity among Springdale survey participants, we recommend that Springdale market the various programs and services available at the Springdale Public Library throughout Northwest Arkansas, including pursuing reciprocal programs with other libraries in the area.

There were two Springdale amenities that enjoyed a good level of usage among Springdale respondents, but had quite low usage in the Non-Springdale area: Springdale's parks and the Springdale Youth Center. Given their popularity in Springdale, consideration might be given to devoting more communication to Springdale's parks and the Springdale Youth Center in the Non-Springdale area, including communicating why people in the Non-Springdale area would be interested in these amenities.

Finally, three Springdale amenities, two of which have to do with the arts, had fairly low usage in both Springdale and the Non-Springdale area, and so should be looked at as prime candidates for future marketing messages designed to bring more visitors to Springdale, as well as to encourage more visits from Springdale residents themselves; those three amenities are the Arts Center of the Ozarks, the Springdale Aquatic Center, and the Shiloh Museum.

DETAILED FINDINGS

What Is Respondents' Overall Opinion About Springdale As A Place To Live Or Visit?

- Total Sample & By Springdale/Non-Springdale Respondents -

- The survey began by asking respondents their overall opinion of Springdale as a place to live or visit.

Total Sample

- Among all 500 people surveyed, a healthy 80% rated their overall opinion of Springdale as either **Very favorable** (29%) or **Somewhat favorable** (51%), with only 5% having a **Not at all favorable** opinion of Springdale.

By Springdale/Non-Springdale

- While it would be expected that Springdale respondents would have a more positive opinion of the city than Non-Springdale respondents (given the fact that they chose to live in Springdale), the 43% of Springdale respondents who have a **Very favorable** opinion of Springdale is three times higher than the 14% **Very favorable** rating among Non-Springdale respondents, and perhaps a larger difference than would be expected. However, the combined **Very favorable/Somewhat favorable** opinion of Springdale among Non-Springdale respondents was a respectable 70% (vs. a very strong 90% among Springdale respondents).

<u>Overall Opinion About Springdale</u>	<u>Total</u> (500)	<u>Springdale</u> (250)	<u>Non-Springdale</u> (250)
Very favorable	29%	43%	14%
Somewhat favorable	51	47	56
Not very favorable	15	9	21
Not at all favorable	5	1	9

How Did Respondents Rate Their Usage Of
Various Springdale Amenities?

- Springdale Respondents -

When rating their opinion of Springdale overall, survey participants were asked how often they use nine Springdale amenities. For each amenity, respondents gave a rating of between a "1" and "5," with "1" meaning they Never Use the amenity and "5" meaning they Often Use the amenity. Results for this survey question are shown in the table on the next page for Springdale respondents and the table on page 23 for Non-Springdale respondents, with summary tables on pages 26 and 27.

Looking at the "5" or Often Use scores for each amenity, the **Springdale Public Library** was rated to be the amenity most often used by the Springdale respondents surveyed (24% Often Use percentage).

There were three other Springdale amenities that more than 10% of Springdale respondents said they Often Use: the **Jones Center for Families** (16% Often Use), **Springdale's parks** (13%), and the **Springdale Youth Center** (13%).

As for those amenities Springdale respondents reported that they use relatively less often, more than half of those interviewed in Springdale said they Never Use (giving "1" or less) the **Springdale Aquatic Center** (63% Never Use), **Springdale Youth Center** (56%), **Arts Center of the Ozarks** (56%), **Rodeo of the Ozarks** (53%), and the **Shiloh Community Center** (53%).

(please see table on the next page)

**How Did Respondents Rate Their Usage Of
Various Springdale Amenities?
(continued)**

- Springdale Respondents -

<u>Springdale Amenities</u>	Percentage Of Respondent Ratings*				
	<u>"5"</u> (250)	<u>"4"</u> (250)	<u>"3"</u> (250)	<u>"2"</u> (250)	<u>"1"</u> (250)
Springdale Public Library	24%	17	19	13	27
Jones Center for Families	16%	10	20	26	28
Springdale's parks	13%	10	22	26	29
Springdale Youth Center	13%	7	11	8	61
Rodeo of the Ozarks	9%	7	14	17	53
NWA Convention Center	8%	10	22	19	41
Arts Center of the Ozarks	7%	7	13	17	56
Springdale Aquatic Center	7%	7	12	11	63
Shiloh Museum	4%	6	13	24	53

* Respondent ratings range from "1" for Never Use the amenity to "5" for Often Use the amenity.

Note: Percentages read across.

How Did Respondents Rate Their Usage Of Various Springdale Amenities?

- Non-Springdale Respondents -

- Now we'll look at how often Non-Springdale respondents use the nine Springdale amenities tested in this survey question; results are shown in the table on the next page.
- Certainly it is not surprising that the various Springdale amenities would not be used as often by Non-Springdale respondents as by those in Springdale. At 13%, only the **Jones Center for Families** was mentioned by more than 10% of Non-Springdale respondents as a Springdale amenity they Often Use ("5" rating).
- Other than the 13% Often Use score for the **Jones Center for Families**, no other amenity had higher than a single-digit score not only in the "5" or Often Use category, but also in the "4," or next-to-highest usage category. If "4" or "5" levels of usage are combined, the **NWA Convention Center** and the **Rodeo of the Ozarks** could be said to be two other Springdale amenities used comparably often by Non-Springdale survey participants (combined "4" and "5" scores of 17% and 15%, respectively).
- Two-thirds of the Non-Springdale sample Never Uses ("1" rating) the **Arts Center of the Ozarks** (67% Never Use), **Shiloh Museum** (67%), and **Springdale's parks** (67%), while three-fourths Never Use the **Springdale Public Library** (76%), and over 80% Never Use the **Springdale Youth Center** (90%) and the **Springdale Aquatic Center** (82%).

(please see table on the next page)

**How Did Respondents Rate Their Usage Of
Various Springdale Amenities?
(continued)**

- Non-Springdale Respondents -

<u>Springdale Amenities</u>	Percentage Of Respondent Ratings*				
	<u>"5"</u> (250)	<u>"4"</u> (250)	<u>"3"</u> (250)	<u>"2"</u> (250)	<u>"1"</u> (250)
Jones Center for Families	13%	8	16	27	36
NWA Convention Center	8%	9	11	20	52
Rodeo of the Ozarks	7%	8	13	17	55
Springdale Public Library	6%	4	7	7	76
Arts Center of the Ozarks	5%	6	8	14	67
Shiloh Museum	5%	3	6	19	67
Springdale's parks	4%	4	11	14	67
Springdale Aquatic Center	3%	3	4	8	82
Springdale Youth Center	2%	2	4	2	90

* Respondent ratings range from "1" for Never Use the amenity to "5" for Often Use the amenity.

Note: Percentages read across.

How Did Usage Of Various Springdale Amenities Compare Based On Where Respondents Live?

- Having separately seen the level of usage for the nine Springdale amenities among Springdale respondents and Non-Springdale respondents, the table on page 26 is an attempt to compare the results for these two segments of the survey sample. For each amenity listed in the table on page 26, shown, for both Springdale and Non-Springdale, is that amenity's combined "5" (Often Use) and "4" (the next-to-highest usage category) score, in other words, the percentage of respondents who we will consider "Users" of the amenity, for the purposes of this analysis.
- Those amenities in which there is the greatest Usage score difference between Springdale respondents and those in the Non-Springdale area would seem to indicate those Springdale amenities for which there is room to increase usage among Non-Springdale residents. The greatest difference in amenity Usage score was for the **Springdale Public Library** (41% combined "4/5" score in Springdale, vs. 10% combined "4/5" Non-Springdale score). Not only was there a large difference for usage of the **Springdale Public Library** in Springdale vs. Non-Springdale, but this difference occurred on the amenity most often used by Springdale respondents. What this suggests is that to the extent Non-Springdale residents can use the **Springdale Public Library**, Springdale should communicate to Non-Springdale residents the fact that they can use the library, as well as inform people outside of Springdale about what is available at the library.
Similarly, two other Springdale amenities that saw a sizeable Usage score difference for Springdale respondents, as compared to Non-Springdale respondents, were **Springdale's parks** (23% combined "4/5" score among Springdale respondents, vs. 8% combined "4/5" score in the Non-Springdale area) and the **Springdale Youth Center** (20% vs. 4%).

(continued)

**How Did Usage Of Various Springdale Amenities
Compare Based On Where Respondents Live?
(continued)**

- Another way to look at the results in the table on the next page is determining for which Springdale amenities there is a good level of usage overall, but a small difference in Usage score depending on whether a respondent lives in Springdale or the Non-Springdale area. Somewhat surprisingly, on five of the nine Springdale amenities, there was not more than a five-point difference in Usage score; those amenities were the **Jones Center for Families** (26% combined "4/5" score in Springdale, vs. 21% combined "4/5" score in the Non-Springdale area), the **NWA Convention Center** (18% vs. 17%), **Rodeo of the Ozarks** (16% vs. 15%), **Arts Center of the Ozarks** (14% vs. 11%), and the **Shiloh Museum** (10% vs. 8%). The fact that the Usage percentages were relatively close for the Springdale and the Non-Springdale segments on the above-mentioned Springdale amenities suggests a couple of things: these five amenities should be communicated to the Non-Springdale area since they are already relatively popular among those who don't live in Springdale, while, at the same time, these five close Usage scores indicate that perhaps these amenities could also be better communicated in Springdale, given that, somewhat contrary to what would be expected, their usage levels were barely higher among Springdale respondents than among Non-Springdale respondents. Singled out for special mention should be the **Jones Center for Families**, the Springdale amenity that appears to best appeal to people in both Springdale and the Non-Springdale area, ranking second in Usage score in Springdale at 26%, and ranking first in the Non-Springdale area, with a Usage score of 21%.
- Also worth noting are amenities whose Usage (combined "4/5" scores) were low among both Springdale and Non-Springdale respondents, indicating a need to raise usage of these amenities among Springdale respondents especially (since these amenities are located in Springdale), but also among Non-Springdale respondents; the amenities in this category were the **Arts Center of the Ozarks** (14% Usage in Springdale, 11% Usage in Non-Springdale), the **Springdale Aquatic Center** (14% and 6%, respectively), and the **Shiloh Museum** (10% and 8%, respectively).

(please see table on the next page)

**How Did Usage Of Various Springdale Amenities
Compare Based On Where Respondents Live?
(continued)**

<u>Springdale Amenities</u>	<u>Springdale</u> (250)	<u>Non-Springdale</u> (250)
Springdale Public Library 4 or 5 rating	41%	10%
Jones Center for Families 4 or 5 rating	26%	21%
Springdale's parks 4 or 5 rating	23%	8%
Springdale Youth Center 4 or 5 rating	20%	4%
NWA Convention Center 4 or 5 rating	18%	17%
Rodeo of the Ozarks 4 or 5 rating	16%	15%
Arts Center of the Ozarks 4 or 5 rating	14%	11%
Springdale Aquatic Center 4 or 5 rating	14%	6%
Shiloh Museum 4 or 5 rating	10%	8%

Note: Respondent ratings range from "1" for Never Use the amenity to "5" for Often Use the amenity.

How Did Respondents Rate Their Usage Of Various Springdale Amenities?

- All Respondents -

- The table below shows the level of usage for all nine Springdale amenities for the total sample of 500 respondents, Springdale and Non-Springdale combined.
- Of the nine amenities tested, the **Springdale Public Library** and the **Jones Center for Families** received the highest percentage of "5" or Often Use mentions in the total sample of respondents (15% each), with the **Jones Center for Families'** relative popularity boosted by the fact that it had by far the lowest "1," or Never Use score (32%).
- Across all 500 survey participants, two Springdale amenities separated themselves as having somewhat higher Never Use scores than the seven other amenities: the **Springdale Youth Center** (77% Never Use) and the **Springdale Aquatic Center** (73%).

<u>Springdale Amenities</u>	Percentage Of Respondent Ratings*				
	"5" (500)	"4" (500)	"3" (500)	"2" (500)	"1" (500)
Springdale Public Library	15%	11	13	10	51
Jones Center for Families	15%	9	18	26	32
NWA Convention Center	8%	9	17	19	47
Rodeo of the Ozarks	8%	8	14	17	53
Springdale's parks	8%	7	17	20	48
Springdale Youth Center	7%	4	7	5	77
Arts Center of the Ozarks	6%	7	10	15	62
Springdale Aquatic Center	5%	5	8	9	73
Shiloh Museum	4%	4	9	21	62

* Respondent ratings range from "1" for Never Use the amenity to "5" for Often Use the amenity.

Note: Percentages read across.

What Is Respondents' Opinion Of Various Aspects Of Springdale?

- Springdale Respondents -

- After indicating how often they use various Springdale amenities, the survey sample was next asked to rate their opinion of nine aspects of Springdale, using a "1" to "5" scale, with "1" meaning Poor and "5" meaning Excellent. Respondents' ratings of various Springdale aspects can be found in the table on the next page for Springdale respondents, the table on page 31 for Non-Springdale respondents, with summary tables on pages 34 and 35.
- Based on a comparison of "5," or Excellent ratings for the nine aspects of Springdale, those surveyed in Springdale appear to have the most favorable opinion of the **Springdale Fire Department** (42% Excellent). Not only did the **Springdale Fire Department** receive the highest percentage of Excellent ratings, but its 42% Excellent score was quite a bit higher -- 15 points to be exact -- than the Excellent scores for the **Springdale Police Department** and the **Springdale public school system**, whose 27% Excellent scores tied for the second-highest Excellent score among the nine Springdale amenities tested. Certainly worth noting is the fact that related city services, the **Springdale Fire Department** and the **Springdale Police Department**, were judged so positively by Springdale respondents.
- In addition to the three aspects of Springdale discussed above, the **Available healthcare for Springdale citizens** also fared pretty well in its Excellent mentions from Springdale respondents (24% Excellent). However, four aspects of Springdale had Excellent scores under 10%, certainly lower than might be expected. Of these four aspects, two each are somewhat related: **The attractiveness of Springdale** (8% Excellent), which could be impacted by the condition of **Springdale's road system** (4%), and local government, with **City Government helpfulness** being rated as Excellent by 5% of Springdale respondents, and **Springdale City Council's effectiveness** rated as Excellent by 4% of those in Springdale.

(please see table on the next page)

**What Is Respondents' Opinion Of Various Aspects Of Springdale?
(continued)**

- Springdale Respondents -

<u>Springdale Aspects</u>	Percentage Of Respondent Ratings*					No <u>Opinion</u> (250)
	<u>"5"</u> (250)	<u>"4"</u> (250)	<u>"3"</u> (250)	<u>"2"</u> (250)	<u>"1"</u> (250)	
Springdale Fire Department	42%	38	10	1	1	8
Springdale Police Department	27%	39	20	6	1	7
Springdale public school system	27%	36	14	6	3	14
Available healthcare for Springdale citizens	24%	33	21	8	5	9
How well Springdale absorbs new residents	14%	22	33	11	8	12
The attractiveness of Springdale	8%	17	35	28	12	-
City Government helpfulness	5%	21	30	16	13	15
Springdale City Council's effectiveness	4%	15	34	19	12	16
Springdale's road system	4%	10	45	23	18	-

* Respondent ratings range from "1" for Poor to "5" for Excellent.
Note: Percentages read across.

What Is Respondents' Opinion Of Various Aspects Of Springdale?

- Non-Springdale Respondents -

- In looking at how Non-Springdale respondents rated their opinion of the nine aspects of Springdale tested in this survey question, the "No Opinion" column in the table on the next page is perhaps a good place to start. As might be expected given that we are talking about respondents who don't live in Springdale, over 30% of the Non-Springdale respondents surveyed had No Opinion of seven of the nine aspects; this in turn obviously impacts the scores for the specific ratings shown in the table for those seven aspects. The aspects of Springdale most closely related to its government bodies, the **Springdale City Council's effectiveness** and **City Government helpfulness**, had the two highest No Opinion percentages, both over 50% (55% and 54%, respectively).
- As to the specific ratings of the nine Springdale aspects by Non-Springdale respondents, and again keeping in mind the high level of No Opinion responses, the **Springdale Fire Department** is the best-regarded aspect of Springdale. The 15% Excellent, or "5," score for the **Springdale Fire Department** on the part of Non-Springdale respondents was nearly double the 8% Excellent rating for the two aspects of Springdale with the second-highest Excellent percentage: the **Springdale public school system** and an entity closely related to the **Springdale Fire Department**, that being the **Springdale Police Department**.
- Of concern are the two Springdale aspects that had small No Opinion scores -- meaning Non-Springdale respondents are familiar with them -- but also had very low Excellent ratings from those in the Non-Springdale area: **Springdale's road system** (5% Excellent) and **The attractiveness of Springdale** (3%). Other Springdale aspects also had low Excellent scores, but higher No Opinion percentages; the high No Opinion level does not excuse the low Excellent scores, but is important to keep in mind when looking at the table on the next page.

(please see table on the next page)

**What Is Respondents' Opinion Of Various Aspects Of Springdale?
(continued)**

- Non-Springdale Respondents -

<u>Springdale Aspects</u>	Percentage Of Respondent Ratings*					
	<u>"5"</u> (250)	<u>"4"</u> (250)	<u>"3"</u> (250)	<u>"2"</u> (250)	<u>"1"</u> (250)	<u>No Opinion</u> (250)
Springdale Fire Department	15%	24	16	1	2	42
Springdale public school system	8%	26	19	7	4	36
Springdale Police Department	8%	22	26	4	3	37
Available healthcare for Springdale citizens	7%	28	23	7	4	31
How well Springdale absorbs new residents	6%	22	21	8	6	37
Springdale's road system	5%	11	44	25	12	3
The attractiveness of Springdale	3%	12	39	30	14	2
City Government helpfulness	2%	10	22	5	7	54
Springdale City Council's effectiveness	2%	10	18	10	5	55

* Respondent ratings range from "1" for Poor to "5" for Excellent.
Note: Percentages read across.

How Did Opinion About Various Springdale Aspects Compare Based On Where Respondents Live?

- Shown in the table on page 34 is a comparison of the Excellent (or "5") rating score each of the nine Springdale aspects received from Springdale respondents and Non-Springdale respondents. To allow for this comparison of Excellent scores, the No Opinion responses have been removed and Excellent scores compiled based on those respondents with a definite opinion of each of the nine Springdale aspects; as a result, the Excellent scores for the nine aspects listed in the table on page 34 that compares Excellent scores based on whether a respondent lives in Springdale or the Non-Springdale area differ from the Excellent scores shown in the tables on pages 29 and 31, which did include No Opinion responses.
- It was interesting that the Springdale aspects receiving the three highest Excellent, or "5," scores were the same in Springdale and the Non-Springdale area. In both Springdale and Non-Springdale, the **Springdale Fire Department** received by far the highest Excellent rating score (46% Excellent and 26% Excellent, respectively), with the **Springdale public school system** (32% and 12%, respectively) and the **Springdale Police Department** (29% and 13%, respectively) joining the **Springdale Fire Department** as having the top three Excellent scores in both the Springdale and Non-Springdale areas. The fact that these same three aspects of Springdale had the three highest Excellent scores in both the Springdale and Non-Springdale areas strengthens their perception as being well-regarded aspects of Springdale.
- On the other end, no more than 8% of respondents in both the Springdale and Non-Springdale areas assigned an Excellent rating to **The attractiveness of Springdale** (8% Excellent in Springdale, 3% Excellent in Non-Springdale), **City Government helpfulness** (6% and 5%, respectively), the **Springdale City Council's effectiveness** (4% and 5%, respectively), and **Springdale's road system** (4% and 5%, respectively). So, it appears there is quite a bit of need to improve the perception of these four aspects of Springdale both in Springdale itself, as well as in the Non-Springdale area (though the No Opinion scores for **City Government helpfulness** and the **Springdale City Council's effectiveness** were quite high in the Non-Springdale area).

(continued)

**How Did Opinion About Various Springdale Aspects
Compare Based On Where Respondents Live?
(continued)**

- Even though, as we discussed on the previous page, the same three aspects of Springdale had the three highest Excellent, or "5," scores among both Springdale respondents and Non-Springdale respondents (i.e., **Springdale Fire Department**, **Springdale public school system**, and **Springdale Police Department**), in all three cases the Excellent score from Springdale respondents was quite a bit higher than the Excellent score from Non-Springdale respondents: **Springdale Fire Department** (46% Excellent in Springdale vs. 26% Excellent in Non-Springdale), **Springdale public school system** (32% vs. 12%), and the **Springdale Police Department** (29% vs. 13%). Therefore, even though these three Springdale aspects are highly regarded in both the Springdale and Non-Springdale areas, there is room to increase their Excellent ratings among Non-Springdale residents.

(please see table on the next page)

**How Did Opinion About Various Springdale Aspects
Compare Based On Where Respondents Live?
(continued)**

<u>Excellent Rating Score/ Springdale Aspects</u>	<u>Springdale (250)</u>	<u>Non- Springdale (250)</u>
Springdale Fire Department	46%	26%
Springdale public school system	32	12
Springdale Police Department	29	13
Available healthcare for Springdale citizens	26	10
How well Springdale absorbs new residents	16	10
The attractiveness of Springdale	8	3
City Government helpfulness	6	5
Springdale City Council's effectiveness	4	5
Springdale's road system	4	5

Note: No Opinion responses not included.

What Other Aspects Of Springdale Do Respondents Feel Strongly About, Either Positively Or Negatively?

- Total Sample & By Springdale/Non-Springdale Respondents -

- Having expressed their opinion about various amenities and aspects of Springdale, survey participants were given the opportunity to mention any other aspect of Springdale they feel strongly about, either positively or negatively. The categories of Springdale aspects listed in the table on page 40 were mentioned by a minimum of 2% of all respondents. Then, pages 41-46 list the verbatim responses of Springdale respondents before they were categorized for the table on page 40, while pages 47-50 list the verbatim responses of Non-Springdale respondents before they were categorized. Keep in mind that each bullet point in the lists on pages 41-50 represents the thoughts of only one person, so any one response should not be given undue importance. Also, as in all open-end survey questions such as this one, we record what the respondent said, whether it be accurate or inaccurate.

Total Sample

- In looking at the table on page 40, you will notice that the percentage of respondents who mentioned the various other aspects of Springdale they feel strongly about is fairly low. However, keep in mind that since we were asking for aspects of Springdale people feel strongly about, anything that was mentioned, regardless of how often, is probably worthy of attention, especially since many of the comments represent areas in which Springdale is perceived to need improvement and respondents felt strongly enough about these areas to mention them.
- Across all 500 survey participants, the two leading other aspects of Springdale that respondents said they felt strongly about were that they **Like Springdale** and comments about the **Impact of the Hispanic population** (8% each).

(continued)

**What Other Aspects Of Springdale Do Respondents Feel Strongly About,
Either Positively Or Negatively?
(continued)**

- Total Sample & By Springdale/Non-Springdale Respondents -

Total Sample (continued)

- While not discounting the 8% of respondents who took the opportunity of this survey question to say they **Like Springdale**, probably what is more notable is the other aspect of Springdale that 8% of those surveyed said they feel strongly about, the **Impact of the Hispanic population**, about which most respondents did not mention in a positive light, with perhaps such sentiment best summed up by those respondents who feel the Hispanic population is "taking over."
- Underscoring the degree to which the **Impact of the Hispanic population** is on the mind of respondents, the 8% of the total survey sample who mentioned this aspect of Springdale that they feel strongly about was three points higher than the 5% of those surveyed who made up any other category of comments about Springdale that could be considered as suggesting improvements the city needs to make: **Need better roads in Springdale**, the need to **Improve the traffic situation in Springdale**, and **Springdale Needs to be cleaner/more attractive**.
- The three above-mentioned aspects of Springdale cited by 5% of respondents each -- **Roads, Traffic, and Cleanliness** -- were areas that, as the individual comments beginning on page 41 show, respondents feel quite strongly about. To some degree, the areas of **Roads, Traffic, and Cleanliness** are related, so that as Springdale makes progress in addressing concerns in each one of these areas, the two other areas might be positively impacted as well. And, in fact, 2% of respondents have already noticed efforts that have been made on **Roads** that have resulted in the opinion that Springdale's **Roads are better**.

(continued)

**What Other Aspects Of Springdale Do Respondents Feel Strongly About,
Either Positively Or Negatively?
(continued)**

- Total Sample & By Springdale/Non-Springdale Respondents -

Total Sample (continued)

- While a few survey participants voiced positive comments about Springdale's government bodies in this survey question -- as well as assigning favorable ratings to Springdale's fire and police departments in an earlier survey question -- other aspects of local government were not seen so favorably. In this survey question, a few respondents made various **Negative comments about local Government bodies** (3%), while others, 4% of all respondents, specifically cited **Negative aspects of growth/planning/zoning** in Springdale, which, while not totally caused by government entities, are areas that local government can shape and influence, at least to some degree.
- Respondent opinion was divided about a couple of aspects of Springdale. For 3% of the total survey sample, an aspect of Springdale they felt strongly about was the city's **Good restaurants/stores/attractions**, yet, other respondents, 4%, said Springdale **Needs more restaurants/stores/attractions**. And, regarding the new baseball park and team, equal 2% segments of those surveyed said they felt that **The new ballpark/team is a positive** and think **The new ballpark/team is a negative**.
- Note that in answering this survey question, over half of all respondents, 54%, mentioned **No other aspect** of Springdale they feel strongly about. Many of the people represented by this segment could be said to be satisfied with living in Springdale (among Springdale respondents) or to not have any issues with Springdale or not know much about Springdale (among Non-Springdale respondents).

(continued)

**What Other Aspects Of Springdale Do Respondents Feel Strongly About,
Either Positively Or Negatively?
(continued)**

- Total Sample & By Springdale/Non-Springdale Respondents -

By Springdale/Non-Springdale

- There were only a few differences in the percentage of Springdale respondents and the percentage of Non-Springdale respondents regarding other aspects of Springdale that they felt strongly about.
- Within the **Like Springdale** category, the main specific comment of the 12% of Springdale survey participants in the **Like Springdale** segment was that they like living in Springdale. Obviously no one in the Non-Springdale group can say they like living in Springdale (since they don't live in Springdale), but many of the 4% of Non-Springdale respondents in the **Like Springdale** category did say Springdale is a nice place. We recommend not focusing on the difference between the 12% and 4% figures since they reflect, for the most part, two different segments of respondents, those in Springdale and those outside of Springdale.
- Somewhat more Non-Springdale respondents, as compared to Springdale respondents, said Springdale has **Good restaurants/stores/attractions** (5% vs. 1%). Given this, it is perhaps not surprising that only 2% of those in the Non-Springdale area, but 5% in Springdale, feel that Springdale **Needs more restaurants/stores/attractions**.
- All of the survey participants who said **The new ballpark/team is a negative** live in Springdale (3% of Springdale respondents), yet equal 2% segments of Springdale and Non-Springdale respondents think **The new ballpark/team is a positive**.
- The fact that nearly equal, relatively high percentages of Springdale and Non-Springdale respondents (7% and 8%, respectively) said they feel strongly about the **Impact of the Hispanic population** in Springdale reinforces the importance of this issue.

(please see table on the next page)

**What Other Aspects Of Springdale Do Respondents Feel Strongly About,
Either Positively Or Negatively?
(continued)**

- Total Sample & By Springdale/Non-Springdale Respondents -

<u>Other Positive/Negative Aspects Of Springdale</u>	<u>Total (500)</u>	<u>Springdale (250)</u>	<u>Non- Springdale (250)</u>
Like Springdale	8%	12%	4%
Impact of Hispanic population	8	7	8
Needs better roads	5	6	4
Improve the traffic situation	5	5	4
Needs to be cleaner/more attractive	5	5	4
Negative aspects of growth/planning/zoning	4	5	4
Needs more restaurants/stores/attractions	4	5	2
Government bodies (negative)	3	4	2
Good restaurants/stores/attractions	3	1	5
Roads are better	2	3	1
Good business environment	2	2	2
The new ballpark/team (positive)	2	2	2
The new ballpark/team (negative)	2	3	-
Other (less than 2% each)	13	16	11
No other aspect mentioned	54	47	60

Note: Verbatim responses are listed on pages 41-46 (Springdale respondents) and pages 47-50 (Non-Springdale respondents)

Note: Multiple responses are allowed.

**What Other Aspects Of Springdale Do Respondents Feel Strongly About
(Springdale Respondents -- Page 1 of 6)**

- No place to put an upscale restaurant to take business clients for lunch. Wish there was some way to make the main thoroughfare more attractive other than Highway 71 businesses and car lots.
- Feel like the Hispanics are taking over the city, and there are many illegal ones coming in also.
- Trashy yards; people get by with this and city government does nothing about it.
- Quality is not too bad here, but it could improve somewhat.
- A dirty city with litter. Businesses are not clean. Very little green space in town. A lot of industry here.

- Growing. Attracting people. Growing with jobs.
- Wonderful place to live. It is peaceful and quiet.
- Planted a lot of trees on the main street; it was too many trees for the area.
- The new ballpark is great.
- Need to do something about trash, cars parked on lawns, and garbage everywhere; no enforcement carried out on these issues.

- Great place to live. Like the new ballpark for the Naturals' baseball club.
- Lot of Mexicans living here now.
- Too much multiple housing in Springdale.
- Need to fix streets; doing poor job of repairing streets.
- Has grown too fast, can't keep up with the needs of the town.

- Too many idiots on the planning board looking out for their own interest rather than the city.
- Friendly towards businesses.
- They let Sam's go, very disappointing to everyone.
- Traffic is awful; crowded all the time.
- Please don't let roads fall behind; the roads always need repair.

- Good place to raise children. Crime rate is low. Nice place to live.
- Best doctors in the nation.
- Overrun with Hispanics; they are taking over the town. Springdale is trashy and looks run-down.
- Roadway system is very poor, no through streets and very heavily-travelled roads. Fire Department is very good, my child went through the Fire Bug fire prevention program, which was very helpful to my child.
- Traffic is awful; roads are always full, always backed up.

- Illegal immigrants are a negative.
- A lot of good road work. Don't like the high school; rules not followed.
- Springdale has better taxes than other areas close around.
- Areas that need traffic lights.
- Illegal immigrants.

**What Other Aspects Of Springdale Do Respondents Feel Strongly About
(Springdale Respondents -- Page 2 of 6)**

- Hispanics coming into the city.
- New attractions and restaurants seem to go to other cities around here.
- No planning ahead.
- Very nice place to live.
- Litter problem.

- So many Mexicans taking over.
- Lack of things to do, such as recreation. Not very attractive. I know they have done some work on the Interstate 540 interchange.
- The wait is too long in the emergency room at the hospital.
- I like it here.
- Overbuilding. Taking away the trees, the beauty.

- Mayor and City Council could do better than they are doing, getting more done quicker instead of sitting and talking about it. There are 10-15 projects started; need to do one at a time and finish, instead of keeping roads torn up for a year or two. Between Highway 71 and Jefferson they are working, but there are potholes and the roads are in bad condition.
- Need better transportation for senior citizens, such as buses. Greyhound used to come through, but now can't get a bus to Alma.
- Where I live on Highway 412 there are good restaurants, good doctors, and good medical care. Everything is real handy for me off Carley Road, so I would say it is a great place to live.
- Not getting new retail businesses.
- I enjoy living here.

- General quality of life is excellent. Need more white-collar industrial base.
- Conduct of Hispanics: fight, stab., etc.; they should make the place better if they are going to live here.
- Too many condemned-looking houses on main roads like Carley Road. Too many electrical wires everywhere; need more underground wires like other cities. Need upscale restaurants; have to go to other towns to get them. Need more aesthetic beauty here, such as landscaping and architecture. Traffic is awful; need better roads.
- Dislike the zoning. City planning is not thought out well. Allows businesses in residential, multi-housing allowed in residential. Signage is a problem; too many signs, no restriction on height it seems, takes away from the beauty of the city.
- Like the atmosphere, older community, very friendly.

- Hispanics; a lot are not nice.
- Terrific need for bypass, relief for Highway 412 from Highway 71 to Tontitown.
- Illegals are the problem. City officials cater to illegals. Citizens use old schools, keep raising taxes, building new schools for illegals. A foreign dignitary visiting Springdale said it looked like Mexico, not the USA. When a business closes, Hispanics buy it and paint it loud Mexican colors. Officials cater to illegals because they vote for the ones catering to them.

**What Other Aspects Of Springdale Do Respondents Feel Strongly About
(Springdale Respondents -- Page 3 of 6)**

- Very negative on zoning. Surrounding cities growing and Springdale isn't.
- Not as clean as it used to be; some areas are run-down. The people are very friendly. Think Springdale is a wonderful place to live.
- City Council could be improved greatly. What the City Council is doing is not for the good of the public in the last couple of years, like closing Emma Avenue and putting high school out in the middle of it, no cross streets. Can't get downtown because closed the 10-hundred block of Emma Avenue. The public does not have a chance for input, can't get into meetings because they are full of school officials, and decisions are just ramrodded.
- The torn up streets are terrible; they do not keep up the streets very well; and at the west end it is dangerous.
- No good restaurants; have to go to neighboring towns to eat.

- I am happy here.
- Traffic problems. Road system problems.
- They should never have financed the new ballpark.
- Airport commission is not good.
- No restaurants.

- The roads running east to west are bad.
- The people are very caring and welcoming.
- Don't like the way traffic is handled.
- Need better traffic control.
- Roads are a negative.

- Heavy-handed about property rights; don't allow you to do what you want on your own property.
- Ballpark is very nice.
- Doing the best they can with all the Hispanic influx.
- Illegal immigrants.
- No shopping available, have to go to the next town.

- It is getting hard to understand the language of many of the population.
- No mass transit. Roads are a death trap. On Interstate 540 they put a cable through the middle so cars can't cross over to the other side; other states have done this and saved lives.
- Clean up Highway 71-B, looks awful; dirty when people come into Springdale, it needs to be cleaned up.
- Sudden growth; too much, too fast. Conditions of the roads OK, but the growth makes it hard to handle all the traffic.
- Need more roads; very crowded.

What Other Aspects Of Springdale Do Respondents Feel Strongly About
(Springdale Respondents -- Page 5 of 6)

- East side of town is less developed.
- Improvements are being made; slow due to population explosion.
- City government does not let people have any say. Tired of government raising its own pay, not giving policemen, firemen, and paramedics fair raises; desk people get the raises.
- People are real friendly and nice.
- Not satisfied anymore; they have let the Hispanics paint houses all colors, such as blue, green, yellow, orange, clutters everything up.
- The new ballpark is a waste of money.

- Need to change the name of the baseball team from Northwest Arkansas Naturals; it needs to be something else.
- Has excellent churches.
- Everything is great; I really like living here.
- Satisfied with everything. Like the people.
- Don't like the way it is governed; act like juveniles, take their ball home if don't agree with them. The baseball park was a bad idea; no interchange to get to it, messes up traffic even worse. Schools and teachers are excellent; the board makes insane decisions, they are all tied up in their own ego trips.

- Don't like the ballpark; increased traffic, spent money widening roads.
- Optimistic about new ballpark.
- Great place to live.
- The traffic is a negative; too many cars.
- Need more stores; there is nothing here, the stores we have are slowly closing. Still mad about Sam's leaving.

- Everything is very positive.
- Lack of planning for traffic.
- Good garbage pickup. Too many people, too much traffic. I like the people, like my church.
- Traffic congestion is the main thing; need to alleviate it, lots of roads are two-lane roads and need to take back roads to go around the traffic and tie-ups. The ballpark should not have been a top priority; need to benefit more people than it will. Lost Sam's Club because it couldn't sell alcohol, but can sell alcohol at the ballpark; should be able to at both, or neither.
- Lived here awhile, but still doesn't feel like it is home; appears to be great if you grew up here. The Hispanics like it because there is a big community of Hispanics here; don't feel like I fit in.

- Lots of jobs here always.
- Has run some business off, like Sam's, won't let them sell liquor. Does not have restaurant competitiveness, no major shopping here. Want regional transit to have more routes in the city, buses.

**What Other Aspects Of Springdale Do Respondents Feel Strongly About
(Springdale Respondents -- Page 6 of 6)**

- Just like living here.
- Like the public schools. Only negative is the need to beautify the city some.
- The people are very nice; will help you out if you need a favor.
- Only complaint is the traffic congestion.
- Sales tax is too high.

What Other Aspects Of Springdale Do Respondents Feel Strongly About
(Non-Springdale Respondents -- Page 1 of 4)

- I think only positively about Springdale.
- Jobs are positive. Influx of Mexicans is bad, and is on the increase.
- Growing. There are new motels and apartments.
- Like the small railroad terminal there with historic train.
- Being a wet county is a positive, brings in more money.

- Roads need much improvement and more roads need to be built.
- Has several good restaurants in town.
- It's great to have the new baseball team.
- Best catfish anywhere.
- I like Springdale.

- Growing so fast it has a hard time keeping up with the roads and school system, but they are doing a pretty good job.
- It's hard to get around. The planning committee is now doing things it should have been doing 20 years ago; the growth of the city has increased so much it's hard to keep up.
- Avoid this area; am afraid to shop there, it turned out to be very trashy.
- Too many Mexicans; they are everywhere.
- Roads are too narrow for big trucks. Illegal immigrants.

- Too much traffic.
- Poorly planned out; spread out.
- Not a desirable place; it is one strip mall after another.
- Traffic congestion.
- Air is not good.

- New ballpark is a positive. The way the Hispanics have taken over is a negative.
- The smell from the mills and chicken industry.
- The large semis on Highway 71-Business; scary to drive on, makes me nervous.
- Could not find a nice neighborhood for raising a family; too expensive in the area we wanted, the neighborhoods in our price range were on the decline. Highway 412 is an ugly, congested road.
- Too many Hispanics, they act like we owe them something.

- Very diverse, a positive.
- The shopping, restaurants, and activities in Springdale have fallen behind.
- Large number of Hispanic people; some are nice, but hear about stabbing, shootings in Wal-Mart parking lot. Springdale has phenomenal aspects, but also some real problems. Lots of money in this area, so have some great things. Has a wonderful health facility, but not large enough to serve all those needing healthcare. Circle of Life hospice facility is wonderful, and is expanding. Shiloh Museum is absolutely wonderful. The Jones Center is absolutely wonderful; after-school facility, ice skating rink, mostly free, some classes cost money.

**What Other Aspects Of Springdale Do Respondents Feel Strongly About
(Non-Springdale Respondents -- Page 2 of 4)**

- I like Springdale, but the government needs to improve healthcare and care about its people, especially senior citizens. Roads and education need to be improved.
- Hospital was very nice; very friendly, good to me. AQ Chicken was very good; ate there on the way out of town, it is a famous place to eat.
- Don't shop in Springdale because there is nothing there. The Mayor does not let new shops and restaurants in, will let in only Mexican restaurants. The Mayor is only interested in working on the new baseball park for the Naturals.
- The Jones Center is fabulous. Want to go to Shiloh Museum, heard so much about it.
- Need to promote what is available to do and see in Springdale. Facades of buildings are not appealing, so don't stop, but shops look interesting.

- Doesn't seem like an independent city, not a hometown appearance. More like a windshield view of a town on the highway. No neighborhoods. Don't know where downtown is.
- Lack of quality restaurants. Traffic moves slow; too much traffic. Roads are OK; they are all four-lane, quicker to take back roads.
- New baseball field is a positive.
- Too rapid growth; overcrowding of schools and roadways.
- The Jones Center is excellent, a credit to the community, just too far away. The park with lake northwest of Highway 71 is real nice. Highway 412 has traffic problems getting in and out.

- Too many Mexicans there.
- There have been recent upgrades to animal control problems there.
- Not a clean town.
- Would like to see more effort to include minorities in things there.
- The signs and old buildings downtown look bad, but the west side of the interstate looks good.

- Grown too fast for the infrastructure.
- The traffic is horrendous because of the timing of the stoplights.
- Has a good business atmosphere. New businesses going in outside of town.
- Too many illegal Mexicans. Police department does not do their job efficiently, always collecting for DUIs, not going after drug dealers, judge there thinks anyone who drinks one beer is an alcoholic.
- Not keeping up the city structures downtown. They need to utilize old buildings for the young people.

- Too many Mexicans taking over.
- The new ballpark is great.
- Parts of the city look dirty, not like it used to look.
- A negative is all the not well-kept houses of the Hispanics.

What Other Aspects Of Springdale Do Respondents Feel Strongly About
(Non-Springdale Respondents -- Page 3 of 4)

- Doesn't have good selection of restaurants.
- Raising taxes.
- Mayor's office very unhelpful.
- Be more diverse, not have so many of one group of people.
- Bad roads, especially Highway 412.

- Best law firm in the state is there.
- Illegal immigrants.
- Good businesses. Has a good variety of places to shop. Some parts of town are better than others, just like all cities.
- It was a great place to live, but it has changed not for the good.
- Hospital could be a lot better, but if you call 911 it's great; we get help from Springdale.

- The people from out of town call it Chickendale. So many Hispanics.
- Traffic is bad; I have an awful time getting into town on Robinson Road.
- Good hospitals. Doctors are very good. Doctors and hospitals care about you.
- Overcrowded.
- There are too many Mexicans; they are taking over, they don't try to learn English, they don't want to become citizens.

- Too much crime; it's getting worse all the time.
- Highway 71-B is so trashy; it's not good for the betterment of Springdale. If a new business would come into Springdale, it would be hard for people to be aware of it. Many trashy signs on Highway 71-B; needs to be cleaned up.
- Mexicans are taking over. It's really not a very nice place to live anymore.
- Springdale has a lot of restaurants.
- Too overcrowded. The Hispanics are taking over. I will not shop by myself; it's not safe.

- The new baseball stadium is a plus.
- Immigrants are all that is living in Springdale, overrun with Mexicans.
- The older business area of town needs upgrading and freshening up, Highway 412 into town.
- Illegal immigrants.
- Nice place. Easy to learn your way around. Very friendly.

- The main drag is not attractive, not user-friendly; lots of signs, looks somewhat unkempt.
- Need to bring in more restaurants and other social businesses.
- Very positive attitude about The Jones Center, feel favorably about the senior center.
- Only two exits on Interstate 540 for Springdale; not inviting people to come in, not attracting growth. Apparent influx of Hispanics, overwhelming, changing the population, not always necessarily a bad thing.
- Superintendent said in a town meeting that the large Hispanic population is not a true hardship on the teachers; I don't believe this is true.

**What Other Aspects Of Springdale Do Respondents Feel Strongly About
(Non-Springdale Respondents -- Page 4 of 4)**

- The worst road system I have ever seen for a town its size; they don't have enough smart lights and no synchronized traffic lights.
- Health system is a good addition to Springdale. Traffic is horrendous; too many people, roads not keeping up with the growth.
- It's a positive that Springdale has a lot of work for people in the surrounding area; I work there: The shopping is pretty good; I shop there.
- Very difficult to get through Springdale due to traffic; real congested at Highway 412 and Interstate 540, and trying to get to Highway 71 from Highway 412 is slow due to there being a lot of traffic.
- There is a lot of affordable housing in Springdale. Changing too quickly. Overrun by Hispanics, which caused degradation in some areas; they have too many vehicles, don't keep up property.

- Traffic is a real negative, just a pain, infrastructure too small for the number of cars, Arkansas is too poor to maintain the system properly.
- Like the mall.
- Has good youth programs.
- Like the city's stores.
- The hospital is terrible; a serious surgery was delayed and was not told until I got to the hospital, seems like no one is in charge.

- Mexicans have taken it over; they think they own the streets and we can't drive on them.
- Need more emphasis on beautifying the city; not much attention paid to it.
- A negative is the roads; traffic backs up a long way, can't get through. Need more roads and ways to get around.
- Work is being done on the east-west corridor, building a new street, this is a positive.

- Heard bad news on TV in the last couple of days; a man killed his girlfriend at the La Quinta hotel.
- Fine city; hope it keeps growing.
- Not as safe as it used to be; don't feel comfortable at night.
- Has fallen behind the times. Needs more beautification and needs to do more to attract new residents. Does not use business opportunities, not forward-thinking enough; lost Sam's for example, however, I am looking forward to the Naturals' baseball team and the opportunities it will bring.

What Is Respondents' Opinion Of The Springdale Chamber Of Commerce?

- Total Sample & By Springdale/Non-Springdale Respondents -

- The focus of the survey next moved to measuring respondent opinion about the Springdale Chamber of Commerce. First, the survey sample was read a description of the work the Springdale Chamber of Commerce does, and then asked to rate their opinion of the Springdale Chamber as Excellent, Good, Fair, Poor, or No Opinion. Results are shown in the table on the next page.

Total Sample

- In the total sample of 500 respondents, the largest percentage of respondents, 45%, said they have **No Opinion of the Springdale Chamber of Commerce**.
- Of those with a specific opinion of the Springdale Chamber, somewhat more people have a favorable opinion (combined **Excellent/Good** score of 35%), rather than a negative opinion (combined **Fair/Poor** score of 20%).

By Springdale/Non-Springdale

- As might be expected, **No opinion of the Springdale Chamber of Commerce** was higher among Non-Springdale respondents than among those in Springdale (58% vs. 32%).
- If they did have a specific opinion of the Springdale Chamber, Springdale and Non-Springdale survey participants differed little. The combined **Excellent/Good** rating of the Springdale Chamber was clearly higher than the combined **Fair/Poor** rating in both segments (44% vs. 24% for Springdale respondents, 27% vs. 15% for Non-Springdale respondents), with the ratios of **Excellent/Good** to **Fair/Poor** mentions being similar in Springdale and in the Non-Springdale area.

(please see table on the next page)

What Is Respondents' Opinion Of The Springdale Chamber Of Commerce?
(continued)

- Total Sample & By Springdale/Non-Springdale Respondents -

<u>Opinion Of</u> <u>Springdale Chamber Of Commerce</u>	<u>Total</u> (500)	<u>Springdale</u> (250)	<u>Non-</u> <u>Springdale</u> (250)
Excellent	6%	9%	4%
Good	29	35	23
Fair	14	16	12
Poor	6	8	3
No Opinion	45	32	58

How Many Respondents Agree With Various Statements About The Springdale Chamber Of Commerce?

- Springdale Respondents -

- Following their overall opinion rating of the Springdale Chamber of Commerce, respondents were asked to indicate their level of agreement with five statements about the Springdale Chamber, using a "1" to "5" scale, in which "1" means Strongly Disagree with a statement about the Springdale Chamber and "5" means Strongly Agree with a statement about the Springdale Chamber. The results for this survey question are shown in the table on the next page for Springdale respondents, the table on page 56 for Non-Springdale respondents, and in the summary tables on pages 59 and 61.
- Based on the results shown in the table on the next page, there did not appear to be much in the way of strong opinion regarding the various statements about the Springdale Chamber, one way or another, among Springdale respondents. No more than 18% of those in Springdale said they Strongly Agree ("5" rating) with any of the five statements about the Springdale Chamber (that being the statement that the Springdale Chamber **Serves as a resource for businesses and individuals that need information about Springdale**), but at the same time no more than 13% Strongly Disagreed with a statement (13% Strongly Disagreed, a "1" rating, that the Springdale Chamber **Brings new businesses and jobs to Springdale**, though it is noteworthy that only 7% Strongly Agreed with this statement).
- Only for one of the five statements about the Springdale Chamber of Commerce was there a noticeably high level of No Opinion among Springdale survey participants, that being for the statement that the Springdale Chamber **Trains the future leaders of Springdale** (35% No Opinion, with Strongly Disagree being higher than Strongly Agree, 9% vs. 7%).

(please see table on the next page)

**How Many Respondents Agree With Various Statements
About The Springdale Chamber Of Commerce?
(continued)**

- Springdale Respondents -

	Percentage Of Respondent Ratings*					
	<u>"5"</u> (250)	<u>"4"</u> (250)	<u>"3"</u> (250)	<u>"2"</u> (250)	<u>"1"</u> (250)	<u>No Opinion</u> (250)
<u>Springdale Chamber Of Commerce</u>						
Serves as a resource for businesses and individuals that need information about Springdale	18%	36	18	5	4	19
Promotes the city of Springdale and its amenities	16%	31	22	11	6	14
Maintains a pro-business environment in Springdale	10%	24	32	14	6	14
Brings new businesses and jobs to Springdale	7%	17	33	16	13	14
Trains the future leaders of Springdale	7%	12	26	11	9	35

* Respondent ratings range from "1" for Strongly Disagree to "5" for Strongly Agree.
Note: Percentages read across.

How Many Respondents Agree With Various Statements About The Springdale Chamber Of Commerce?

- Non-Springdale Respondents -

- Probably not surprisingly, the percentage of Non-Springdale respondents who had No Opinion about the five statements relating to the Springdale Chamber of Commerce was higher than in Springdale itself, as shown in the table on the next page. More than 30% of Non-Springdale respondents expressed No Opinion when read each of the five statements about the Springdale Chamber (with 57% No opinion for the statement that the Springdale Chamber **Trains the future leaders of Springdale**).
- As far as the "5" or Strongly Agree scores for each of the five statements among the Non-Springdale survey participants, while it's true that none of the statements' Strongly Agree score was higher than the 12% for **Promotes the city of Springdale and its amenities**, none of the five statements had a Strongly Disagree score of more than 4%. So, to even a greater degree than we just saw in the results for Springdale respondents, those interviewed in the Non-Springdale area did not have much in the way of strong opinion -- either favorable or unfavorable -- about the five statements regarding the work of the Springdale Chamber of Commerce.

(please see table on the next page)

**How Many Respondents Agree With Various Statements
About The Springdale Chamber Of Commerce?
(continued)**

- Non-Springdale Respondents -

	Percentage Of Respondent Ratings*					
	<u>"5"</u> (250)	<u>"4"</u> (250)	<u>"3"</u> (250)	<u>"2"</u> (250)	<u>"1"</u> (250)	No Opinion (250)
<u>Springdale Chamber Of Commerce</u>						
Promotes the city of Springdale and its amenities	12%	27	20	7	3	31
Serves as a resource for businesses and individuals that need information about Springdale	10%	29	19	2	1	39
Maintains a pro-business environment in Springdale	8%	21	22	8	3	38
Brings new businesses and jobs to Springdale	5%	20	25	7	4	39
Trains the future leaders of Springdale	4%	12	16	8	3	57

* Respondent ratings range from "1" for Strongly Disagree to "5" for Strongly Agree.
Note: Percentages read across.

**How Did The Level Of Agreement With Various Statements
About The Springdale Chamber Of Commerce
Compare Based On Where Respondents Live?**

- Now we will compare the level of Springdale respondents' and Non-Springdale respondents' agreement with the five statements about the Springdale Chamber of Commerce. In the table on page 59, for all five statements is shown the percentage of respondents Strongly Agreeing with each statement (by giving a "5" rating). In making this comparison of Strongly Agree scores for Springdale and Non-Springdale respondents, the No Opinion responses have been removed and Strongly Agree scores compiled based on those respondents who have a specific level of agreement with the five statements about the Springdale Chamber; as a result, the Strongly Agree scores for the five statements listed in the table on page 59 that compare Strongly Agree scores based on whether a respondent lives in Springdale or the Non-Springdale area differ from the Strongly Agree scores in the tables on pages 54 and 56, which did include No Opinion responses.
- Among Springdale survey participants, the statement that the Springdale Chamber **Serves as a resource for businesses and individuals that need information about Springdale** had the highest Strongly Agree score (23% Strongly Agree, or "5" rating), followed by **Promotes the city of Springdale and its amenities** (19%). These same two statements about the Springdale Chamber basically tied for the top Strongly Agree score among those interviewed in the Non-Springdale area: **Promotes the city of Springdale and its amenities** (17% Strongly Agree) and **Serves as a resource for businesses and individuals that need information about Springdale** (16%, but seven points lower than in Springdale). So, when it comes to **Serving as a resource for businesses and individuals that need information about Springdale** and **Promoting the city of Springdale and its amenities**, respondents across the board, whether in Springdale or in the Non-Springdale area, feel the Springdale Chamber is doing a relatively good job.

(continued)

**How Did The Level Of Agreement With Various Statements
About The Springdale Chamber Of Commerce
Compare Based On Where Respondents Live?
(continued)**

- However, perhaps the larger point to take from the table on the next page is that while it is true there was a fair amount of No Opinion for these five statements about the Springdale Chamber of Commerce (as seen in the tables on pages 54 and 56), the only statement with more than a 20% Strongly Agree, or "5," score was **Serves as a resource for businesses and individuals that need information about Springdale** (23% among Springdale respondents). Otherwise, the Strongly Agree scores for the various statements about the Springdale Chamber can be described as not especially high, but, equally importantly, the Strongly Agree scores differed very little for Springdale respondents, as compared to Non-Springdale respondents, with the exception of **Serves as a resource for businesses and individuals that need information about Springdale** (23% in Springdale, 16% in the Non-Springdale area).

(please see table on the next page)

**How Did The Level Of Agreement With Various Statements
About The Springdale Chamber Of Commerce
Compare Based On Where Respondents Live?
(continued)**

<u>Strongly Agree Score/ Springdale Chamber Of Commerce Statements</u>	<u>Springdale</u> (250)	<u>Non- Springdale</u> (250)
Serves as a resource for businesses and individuals that need information about Springdale	23%	16%
Promotes the city of Springdale and its amenities	19	17
Maintains a pro-business environment in Springdale	11	13
Trains the future leaders of Springdale	11	10
Brings new businesses and jobs to Springdale	8	9

Note: No Opinion responses not included.

How Many Respondents Agree With Various Statements About The Springdale Chamber Of Commerce?

- All Respondents -

- The table on the next page shows the level of agreement with the five statements about the Springdale Chamber of Commerce across all 500 survey participants.
- There was little in the way of strong reaction -- either favorable or unfavorable -- one way or another to the statements regarding the work being done by the Springdale Chamber of Commerce.
- Keeping in mind the No Opinion scores that ranged from 23%-46%, no more than 14% of all survey participants said they Strongly Agree (a "5" rating) with any of the five statements about the Springdale Chamber (with 14% Strongly Agreeing that the Springdale Chamber **Serves as a resource for businesses and individuals that need information about Springdale and Promotes the city of Springdale and its amenities**).
- Yet, on the other end, there was not a statement for which more than 9% of all respondents said they Strongly Disagree (9% Strongly Disagreed that the Springdale Chamber **Brings new businesses and jobs to Springdale**).
- Going forward, the Springdale Chamber of Commerce should seek to change the fact that, in the total sample, more respondents Strongly Disagreed than Strongly Agreed with the statement that the Springdale Chamber of Commerce **Brings new businesses and jobs to Springdale** (9% Strongly Disagree, 6% Strongly Agree), as well as that equal 6% segments of the survey sample Strongly Agreed and Strongly Disagreed that the Springdale Chamber **Trains the future leaders of Springdale**.

(please see table on the next page)

**How Many Respondents Agree With Various Statements
About The Springdale Chamber Of Commerce?
(continued)**

- All Respondents -

	Percentage Of Respondent Ratings*					
	<u>"5"</u> (500)	<u>"4"</u> (500)	<u>"3"</u> (500)	<u>"2"</u> (500)	<u>"1"</u> (500)	No <u>Opinion</u> (500)
<u>Springdale Chamber Of Commerce</u>						
Serves as a resource for businesses and individuals that need information about Springdale	14%	32	19	4	2	29
Promotes the city of Springdale and its amenities	14%	29	21	9	4	23
Maintains a pro-business environment in Springdale	9%	23	27	11	4	26
Brings new businesses and jobs to Springdale	6%	18	30	11	9	26
Trains the future leaders of Springdale	6%	12	21	9	6	46

* Respondent ratings range from "1" for Strongly Disagree to "5" for Strongly Agree.
Note: Percentages read across.

**What Is Respondents' Level Of Agreement With The Statement
"The Springdale Chamber Of Commerce Is An Effective Force Of Influence
For The Betterment Of Springdale"**

- Total Sample & By Springdale/Non-Springdale Respondents -

- In the final survey question before the concluding demographic section, respondents were asked their level of agreement with the statement that "the Springdale Chamber of Commerce is an effective force of influence for the betterment of Springdale." Results are shown in the table on page 64.

Total Sample

- As we saw in the previous survey question in which survey participants expressed their level of agreement with five statements about the work of the Springdale Chamber of Commerce, there was not a lot of strong feeling regarding the statement that "the Springdale Chamber of Commerce is an effective force of influence for the betterment of Springdale"; the 13% of respondents who said they **Strongly Agree** with this statement was not especially high, nor was the 5% level of **Strong Disagreement** with the statement.
- On a positive note though, far more respondents **Somewhat Agree** with the statement that "the Springdale Chamber of Commerce is an effective force of influence for the betterment of Springdale" than **Somewhat Disagree** with this statement (35% vs. 8%).
- Four in ten survey participants, 39%, responded **Not Sure** when asked their agreement with the statement that "the Springdale Chamber of Commerce is an effective force of influence for the betterment of Springdale."

(continued)

**What Is Respondents' Level Of Agreement With The Statement
"The Springdale Chamber Of Commerce Is An Effective Force Of Influence
For The Betterment Of Springdale"**
(continued)

- Total Sample & By Springdale/Non-Springdale Respondents -

By Springdale/Non-Springdale

- In saying how much they agree with the statement that "the Springdale Chamber of Commerce is an effective force of influence for the betterment of Springdale," we saw something that was noted in the reaction to the various statements about the Springdale Chamber in the previous survey question, namely, that among those with a definite opinion, Springdale respondents did not agree with the statement any more than Non-Springdale respondents. Removing the **Not Sure** responses, in Springdale a combined 53% of respondents **Strongly Agreed** or **Somewhat Agreed** with the statement that "the Springdale Chamber of Commerce is an effective force of influence for the betterment of Springdale," while a combined 17% either **Somewhat Disagree** or **Strongly Disagree** with this statement. By contrast, this ratio of **Strongly Agree/Somewhat Agree** score to **Somewhat Disagree/Strongly Disagree** score regarding the statement that "the Springdale Chamber of Commerce is an effective force of influence for the betterment of Springdale" was actually slightly more favorable among Non-Springdale respondents (43% vs. 9%) than among Springdale respondents (53% vs. 17%, as noted above).

(please see table on the next page)

What Is Respondents' Level Of Agreement With The Statement
"The Springdale Chamber Of Commerce Is An Effective Force Of Influence
For The Betterment Of Springdale"
 (continued)

- Total Sample & By Springdale/Non-Springdale Respondents -

<u>Agreement With Statement</u> <u>About Springdale</u> <u>Chamber Of Commerce</u>	<u>Total</u> (500)	<u>Springdale</u> (250)	<u>Non-</u> <u>Springdale</u> (250)
Strongly Agree	13%	18%	8%
Somewhat Agree	35	35	35
Somewhat Disagree	8	12	4
Strongly Disagree	5	5	5
Not Sure	39	30	48

Sample Demographic Profile

- Total Sample & By Springdale/Non-Springdale Respondents -

- The table below shows the demographic characteristics of the respondents who participated in this survey. Listed on the next page are the cities and towns given by the 250 Non-Springdale respondents when they were asked in what city or town they live.

Respondents' Age

- In the total sample, the median age of survey participants was **57 years old**. (Note: The median age is the middle age when all ages given are arrayed from the lowest age to the highest age.)
- There was basically no difference in the median age of Springdale respondents (median age of **57 years old**) and Non-Springdale respondents (median age of **58 years old**).

Respondents' Gender

- The total survey sample was comprised of **66% Females, 34% Males**.
- As with the age results cited above, the gender breakdown was virtually the same for Springdale respondents (**65% Females, 35% Males**) and Non-Springdale respondents (**67% Females, 33% Males**).

	<u>Total</u> (500)	<u>Springdale</u> (250)	<u>Non-Springdale</u> (250)
<u>Respondents' Age</u>			
18-34	12%	11%	12%
35-54	33	34	31
55 or older	55	55	57
<u>Median</u>	<u>57</u>	<u>57</u>	<u>58</u>
<u>Respondents' Gender</u>			
Female	66%	65%	67%
Male	34	35	33

(continued)

**Sample Demographic Profile
(continued)**

- City/Town In Which Non-Springdale Respondents Live -

<u>Respondents' City/Town</u>	<u>Total (250)</u>
Fayetteville	32%
Bella Vista	11
Rogers	10
Siloam Springs	5
Bentonville	4
Gravette	4
Farmington	3
Prairie Grove	3
Johnson	2
Lincoln	2
Lowell	2
West Fork	2
Winslow	2
Elkins	1
Cave Springs	1
Centerton	1
Decatur	1
Elm Springs	1
Gentry	1
Goshen	1
Greenland	1
Hickory Creek	1
Hindsville	1
Little Flock	1
Maysville	1
Pea Ridge	1
Prairie Creek	1
Sonora	1
Spring Valley	1
Tontitown	1
No specific city/town	6

Appendix

Respondent Name _____

Telephone # _____

Interviewer _____

Date _____

INTRODUCTION: Good evening, I'm _____ with Research Dynamics marketing research. We are not selling anything. We are conducting a brief marketing research survey.

1. Are you at least 18 years old?

Yes.....1 -> CONTINUE
No.....2 -> TERMINATE

2. Do you live in Springdale?

Yes.....1 -> CONTINUE
No.....2 -> NOTE AS NON-SPRINGDALE, CONTINUE

3. In this survey, I am going to ask you a few questions about the city of Springdale, Arkansas. If you don't live in Springdale itself, please answer the questions the best you can, including what you might have heard from other people.

First, which of the following best describes your overall opinion about Springdale as a place to live or visit? (READ ENTIRE LIST AND THEN CIRCLE ONE ONLY.)

Very favorable.....1
Somewhat favorable.....2
Not very favorable.....3
Not at all favorable.....4

4. Next, I'd like you to rate your opinion of the following Springdale amenities. If "1" means Never Use the amenity and "5" means you Often Use the amenity, how would you rate...(READ LIST OF AMENITIES. CIRCLE ONE CHOICE FOR EACH AMENITY.)

Jones Center for Families.....	1.....	2.....	3.....	4.....	5
Springdale's parks.....	1.....	2.....	3.....	4.....	5
Rodeo of the Ozarks.....	1.....	2.....	3.....	4.....	5
Springdale Aquatic Center.....	1.....	2.....	3.....	4.....	5
Shiloh Museum.....	1.....	2.....	3.....	4.....	5
Arts Center of the Ozarks.....	1.....	2.....	3.....	4.....	5
Springdale Youth Center.....	1.....	2.....	3.....	4.....	5
Springdale Public Library.....	1.....	2.....	3.....	4.....	5
NWA Convention Center.....	1.....	2.....	3.....	4.....	5

5. Next, I'd like you to give me your opinion of these aspects of Springdale, If "1" means Poor and "5" means Excellent, how would you rate... (READ LIST OF ASPECTS. CIRCLE ONE CHOICE ONLY FOR EACH ASPECT.)

Springdale's road system.....	1.....	2.....	3.....	4.....	5
The attractiveness of Springdale.....	1.....	2.....	3.....	4.....	5
Springdale public school system.....	1.....	2.....	3.....	4.....	5
Available healthcare for Springdale citizens.....	1.....	2.....	3.....	4.....	5
City Government helpfulness.....	1.....	2.....	3.....	4.....	5
Springdale Police Department.....	1.....	2.....	3.....	4.....	5
Springdale Fire Department.....	1.....	2.....	3.....	4.....	5
Springdale City Council's effectiveness.....	1.....	2.....	3.....	4.....	5
How well Springdale absorbs new residents.....	1.....	2.....	3.....	4.....	5

6. Other than the lists I've just read to you, please tell me any other aspect of Springdale that you feel strongly about, either positively or negatively? (WRITE RESPONSE IN BLANK.)
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7. The Springdale Chamber of Commerce is a business organization that works to improve the economy and quality of life of the community. Which of these responses best describes your opinion of the Springdale Chamber?

Excellent.....1
 Good.....2
 Fair.....3
 Poor.....4
 No Opinion.....5

8. Based on what you know or have heard, please give me your opinion of these statements about the Springdale Chamber of Commerce. If "1" means Strongly Disagree and "5" means Strongly Agree, how would you rate the statement that "the Springdale Chamber of Commerce..." (READ LIST OF STATEMENTS. CIRCLE ONE CHOICE ONLY FOR EACH STATEMENT.)

Brings new businesses and jobs to Springdale.....1.....2.....3.....4.....5
 Maintains a pro-business environment in Springdale...1.....2.....3.....4.....5
 Serves as a resource for businesses and individuals that need information about Springdale..1.....2.....3.....4.....5
 Trains the future leaders of Springdale.....1.....2.....3.....4.....5
 Promotes the city of Springdale and its amenities.....1.....2.....3.....4.....5

9. Which of the following responses best describes your opinion of this statement, "The Springdale Chamber of Commerce is an effective force of influence for the betterment of Springdale." (CIRCLE ONE ONLY.)

Strongly Agree.....1
 Somewhat Agree.....2
 Somewhat Disagree.....3
 Strongly Disagree.....4
 Not Sure.....5

10. IF THE RESPONDENT DOES NOT LIVE IN SPRINGDALE IN QUESTION #2: In what city do you live? (WRITE CITY IN BLANK.)
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11. To conclude our survey, what is your age please? (PLEASE WRITE AGE IN BLANK.)
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12. INTERVIEWER DO NOT ASK. PLEASE CIRCLE:

Male.....1
 Female.....2

This completes our interview. Thank you for your cooperation.