

Appendix A: The Community Satisfaction Scale

To measure community satisfaction, a scale was created based on respondents' answers to nine survey questions. Respondents were first asked whether they lived in a city, suburb, small town or rural area. Then they were asked a question measuring their overall satisfaction with the specific type of place where they lived. Their answer was scored 1 if they rated their community as "excellent", 2 if they said it was "very good", 3 if they rated it "good", 4 if they said it was "only fair" and 5 if they rated it as "poor."

Next, respondents were asked how satisfied they were with eight specific aspects of community life, ranging from the overall cost of living to cultural activities to evaluations of their community as a place to raise children. They received a score of 1 for each aspect of community life they rated as "excellent", 2 for a "good", 3 for an "only fair" and 4 for a "poor" rating.

Each respondent's scores on the nine questions were totaled. The resulting individual scores ranged from nine—if a respondent rated the place where he or she lived as "excellent" on all nine questions—to 37 if the respondent gave their community a poor rating on all questions. An average score for each respondent was computed by dividing their total score by nine.

The results were then divided into three roughly equal groups. Those with scores of nine to 18 were categorized as scoring high in community satisfaction; on average, these respondents rated their communities a 1.7 across the nine measures of community satisfaction, or squarely between an "excellent" and "good" rating. Those with scores of 19 to 23 were categorized as having "medium" levels of community satisfaction. This group had an average rating score of 2.3, or between "good" and "only fair". Those while with scores of 24 or more fell into the group with low levels of satisfaction. Their average score was 3.1, meaning that, overall, they generally rated their area as being "only fair" based on the measures of community satisfaction.

Question wording and overall results for each scale question

Q.1 Which of the following BEST describes the place where you now live? (READ)

31	A city
26	A suburban area
26	A small town
16	a rural area
1	Don't know/Refused (VOL.)

Q.2 Overall, how would you rate your [INSERT RESPONSE FROM Q1--IF Q1=1: city; IF Q1=2: suburb; IF Q1=3 town; IF Q1=4,9: area] as a place to live? Would you say it is (READ)?

<u>Oct 2008</u>		<u>Oct 2006</u>	<u>May 1999</u>	<u>Feb 1997</u>
24	Excellent	27	28	25
36	Very good	29	38	31
26	Good	31	24	28
10	Only Fair	9	8	11
2	Poor	3	2	4
*	Don't know/Refused (VOL.)	1	*	1

Q.3 How would you rate each of the following in your local community? First, ... [INSERT ITEM; RANDOMIZE]? Is this excellent, good, only fair, or poor in your local community?

	<u>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>DK/Ref</u> <u>(VOL.)</u>
a. Job opportunities	8	29	33	23	6
b. Cost of living	8	40	34	16	1
c. A place to raise children	34	46	13	5	2
d. Recreational and outdoor activities	29	42	18	9	2
e. Shopping	22	43	22	12	1
g. The climate	21	54	20	4	1
h. Cultural activities	19	40	26	12	3
j. Opportunities to meet people and make friends	22	48	21	7	1

Appendix B: Satisfaction questions by place of residence

Overall, how would you rate your [community] as a place to live?*

	Overall	City	Suburb	Small Towns	Rural
Excellent	24	20	29	20	34
Very good	36	33	40	35	38
Good	26	29	25	29	21
Only fair	10	15	6	12	7
Poor	2	3	1	4	1

How would you rate each of the following in your local community:

a. Job opportunities

	Overall	City	Suburb	Small town	Rural
Excellent	8	10	12	4	6
Good	29	37	32	23	22
Only fair	33	29	35	36	34
Poor	23	19	14	33	33

b. Cost of living

	Overall	City	Suburb	Small town	Rural
Excellent	8	9	8	7	10
Good	40	35	44	45	36
Only fair	34	37	35	31	35
Poor	16	18	12	15	17

c. A place to raise children

	Overall	City	Suburb	Small town	Rural
Excellent	34	24	40	35	41
Good	46	44	46	47	47
Only fair	13	19	9	11	10
Poor	5	10	3	5	1

d. Recreational and outdoor activities

	Overall	City	Suburb	Small town	Rural
Excellent	29	28	35	22	32
Good	42	41	45	40	41
Only fair	18	20	13	22	16
Poor	9	7	5	13	9

e. Shopping

	Overall	City	Suburb	Small town	Rural
Excellent	22	28	31	13	11
Good	43	48	47	35	39
Only fair	22	18	17	26	29
Poor	12	5	4	24	19

(No question f)

g. The Climate

	Overall	City	Suburb	Small town	Rural
Excellent	21	22	24	19	20
Good	54	50	53	56	59
Only fair	20	24	19	20	18
Poor	4	4	4	4	3

h. Cultural activities

	Overall	City	Suburb	Small town	Rural
Excellent	19	28	21	11	11
Good	40	40	44	37	34
Only fair	26	21	24	31	33
Poor	12	8	7	17	18

(No question i)

j. Opportunities to meet people

	Overall	City	Suburb	Small town	Rural
Excellent	22	26	26	15	20
Good	48	48	48	48	47
Only fair	21	17	20	25	24
Poor	7	8	4	10	7

* Percentage with no opinion not shown. Columns may not total exactly to 100% due to rounding.