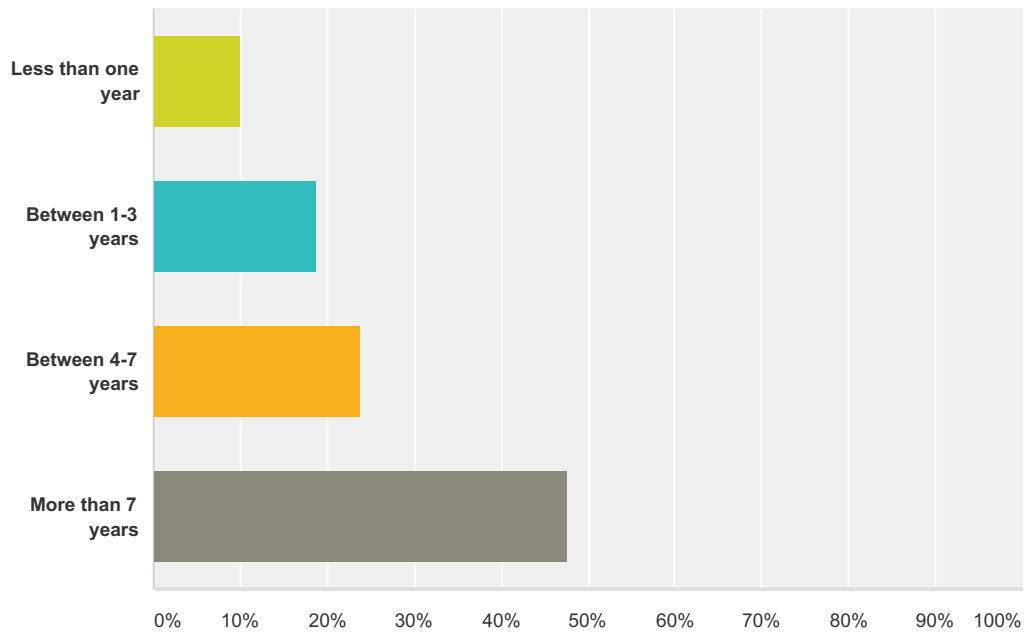


Q1 How long have you lived in Underwood Hills?

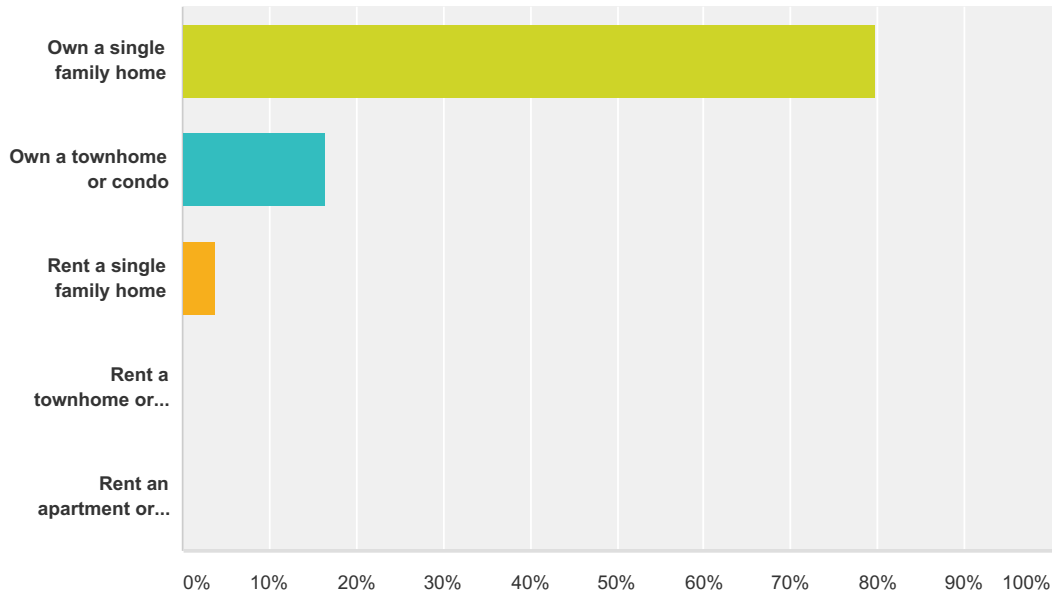
Answered: 80 Skipped: 0



Answer Choices	Responses
Less than one year	10.00% 8
Between 1-3 years	18.75% 15
Between 4-7 years	23.75% 19
More than 7 years	47.50% 38
Total	80

Q2 Do you own your home or rent?

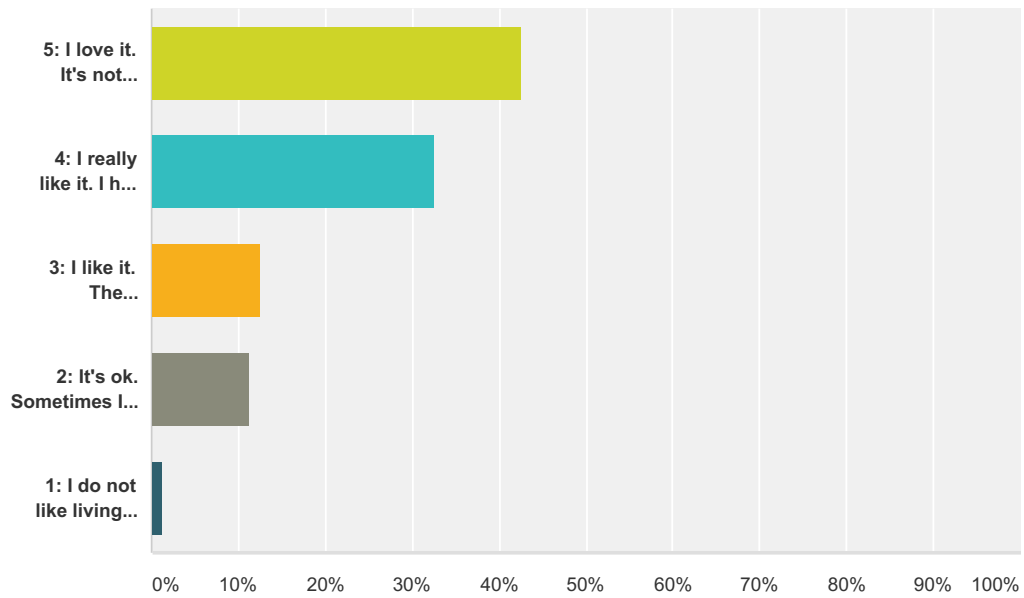
Answered: 79 Skipped: 1



Answer Choices	Responses
Own a single family home	79.75% 63
Own a townhome or condo	16.46% 13
Rent a single family home	3.80% 3
Rent a townhome or condo from an individual owner	0.00% 0
Rent an apartment or townhome in a multifamily complex	0.00% 0
Total	79

Q3 How much do you like living in Underwood Hills?

Answered: 80 Skipped: 0



Answer Choices	Responses
5: I love it. It's not perfect, but it's perfect for me.	42.50% 34
4: I really like it. I have a minor quibble here and there, (e.g. traffic), but am mostly pleased with the area.	32.50% 26
3: I like it. The neighborhood has some problems, but the advantages outweigh the disadvantages.	12.50% 10
2: It's ok. Sometimes I wish I was living somewhere else because of (insert your concern here).... but I like living here ok for now.	11.25% 9
1: I do not like living here. It's the pits. I want to move/ am moving.	1.25% 1
Total	80

**Q4 What do you think are our
neighborhood's greatest strengths?**

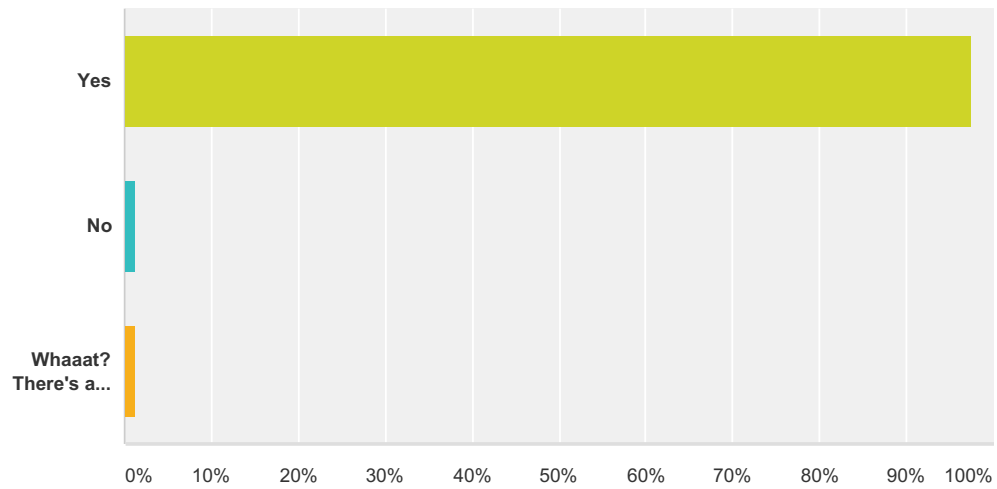
Answered: 66 Skipped: 14

Q5 In what ways do you think our neighborhood could improve?

Answered: 58 Skipped: 22

Q6 Do you know about the Underwood Hills Neighborhood Association (UHNA)?

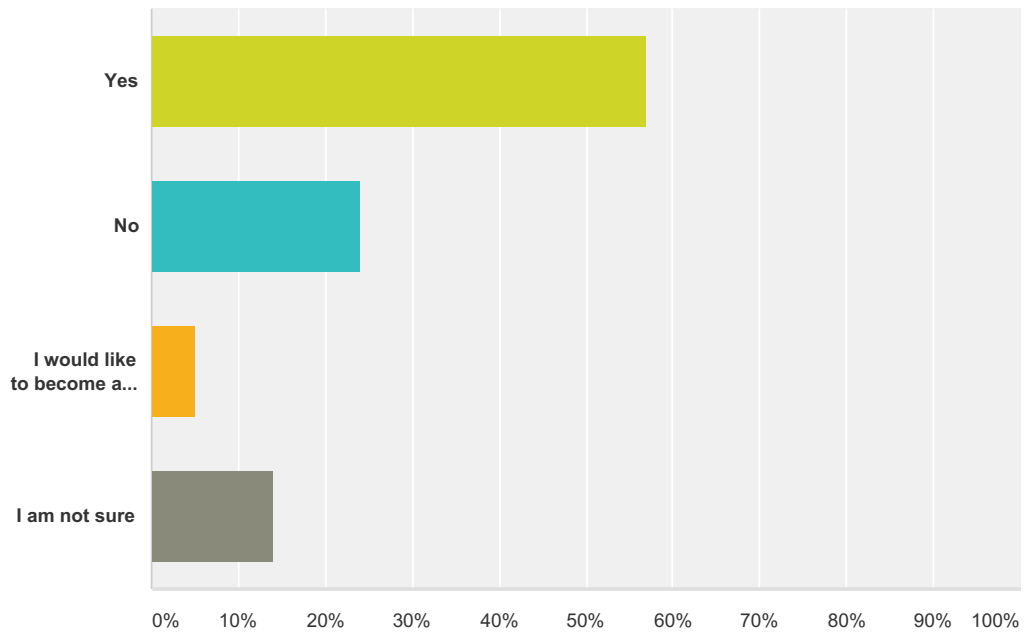
Answered: 80 Skipped: 0



Answer Choices	Responses
Yes	97.50% 78
No	1.25% 1
Whaaat? There's a neighborhood association? You mean, separate from the online social media Nextdoor? Please tell me more!	1.25% 1
Total	80

Q7 Are you a current, 2016 dues paying member of the UHNA?

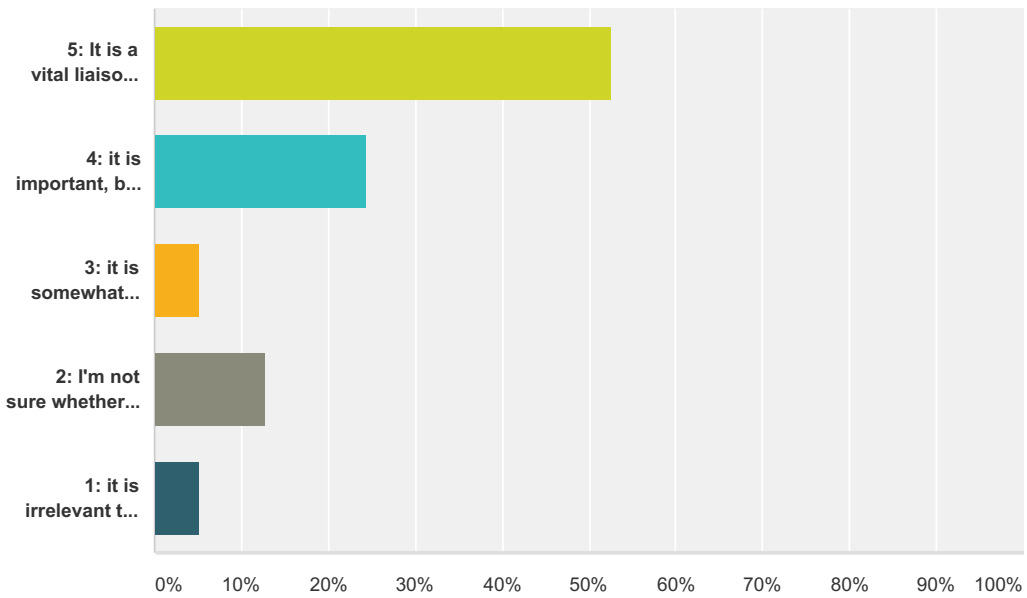
Answered: 79 Skipped: 1



Answer Choices	Responses	
Yes	56.96%	45
No	24.05%	19
I would like to become a member	5.06%	4
I am not sure	13.92%	11
Total		79

Q8 How important would you rate the work of the UHNA?

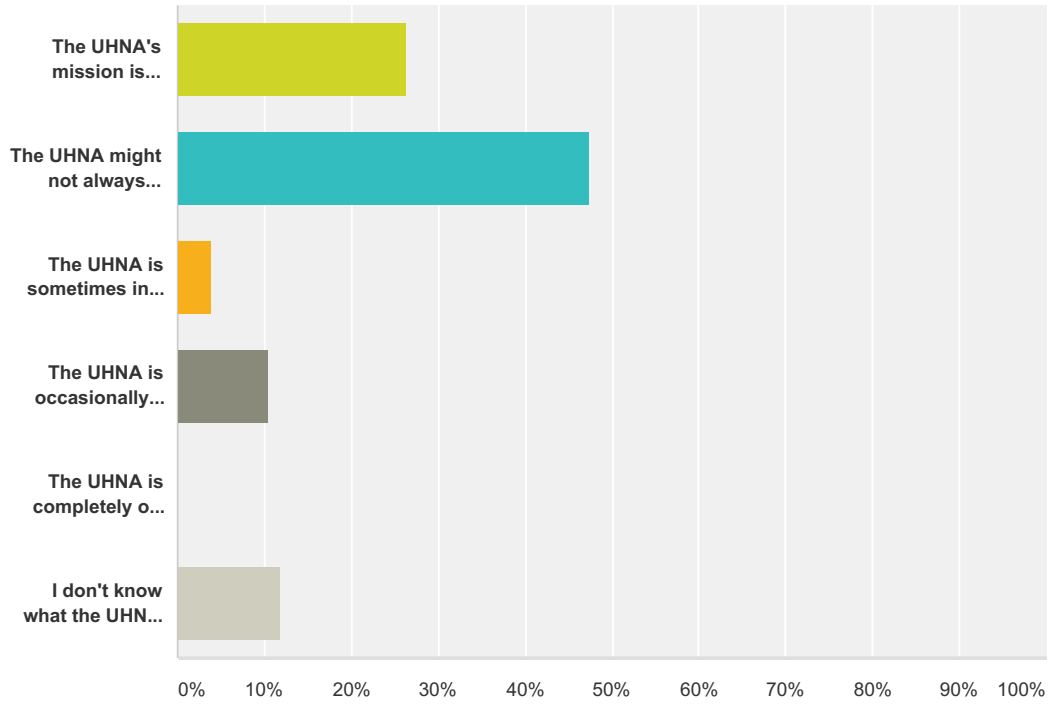
Answered: 78 Skipped: 2



Answer Choices	Responses
5: It is a vital liaison, voicing neighborhood concerns to city leaders and private developers, organizing events that bring the neighborhood together, and enhancing the neighborhood through beautification and other efforts.	52.56% 41
4: it is important, but I worry that we don't have enough power to make our concerns heard by the city et al.	24.36% 19
3: it is somewhat important, but other organizations carry equal weight with me (school associations, church organizations, YMCA, etc).	5.13% 4
2: I'm not sure whether or not the UHNA is important.	12.82% 10
1: it is irrelevant to me.	5.13% 4
Total	78

Q9 To what extent do you feel the UHNA is best representing the needs and wants of the neighborhood? (Keep in mind that a lot of what we do is by vote of membership, so think more along the lines of the other areas where UHNA is trying to make an impact.)

Answered: 76 Skipped: 4



Answer Choices	Responses
The UHNA's mission is totally in sync with the needs and wants of current neighborhood members.	26.32% 20
The UHNA might not always represent my view of neighborhood needs, but generally I agree with its direction.	47.37% 36
The UHNA is sometimes in sync with my view of neighborhood needs.	3.95% 3
The UHNA is occasionally in sync with my view of neighborhood needs.	10.53% 8
The UHNA is completely out of touch with my view of neighborhood needs.	0.00% 0
I don't know what the UHNA does.	11.84% 9
Total	76

Q10 What, in your mind, are the most important activities of the UHNA?

Answered: 45 Skipped: 35

Q11 What areas/activities would you most like to see the UHNA involved in, going forward?

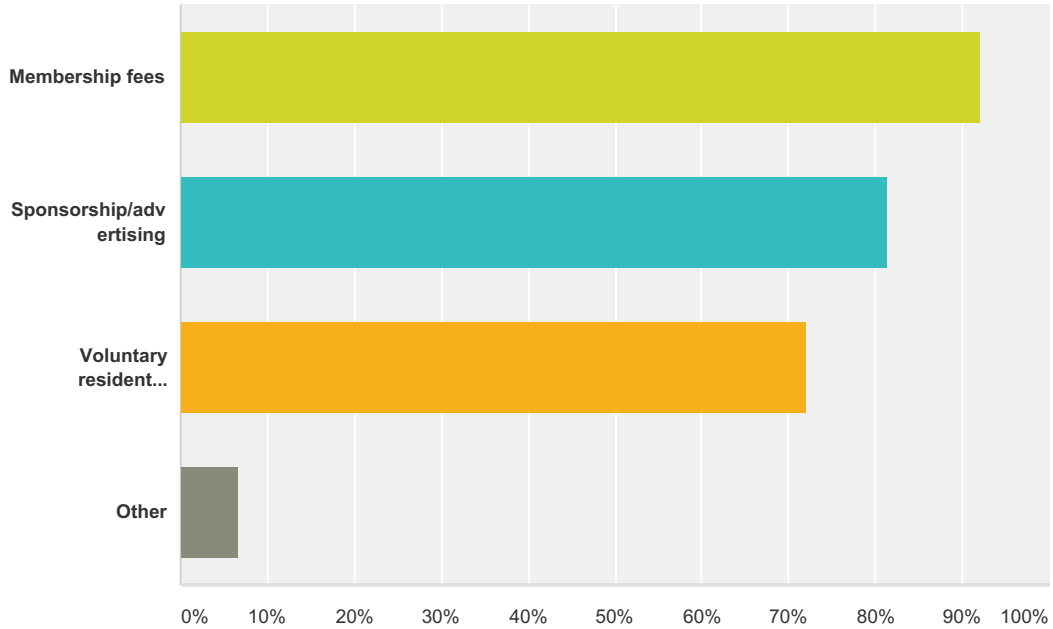
Answered: 38 Skipped: 42

Q12 In the future, what areas/activities would you be willing to help tackle for the UHNA?

Answered: 35 Skipped: 45

Q13 How do you think the work of the UHNA should be financed? (Select all that apply)

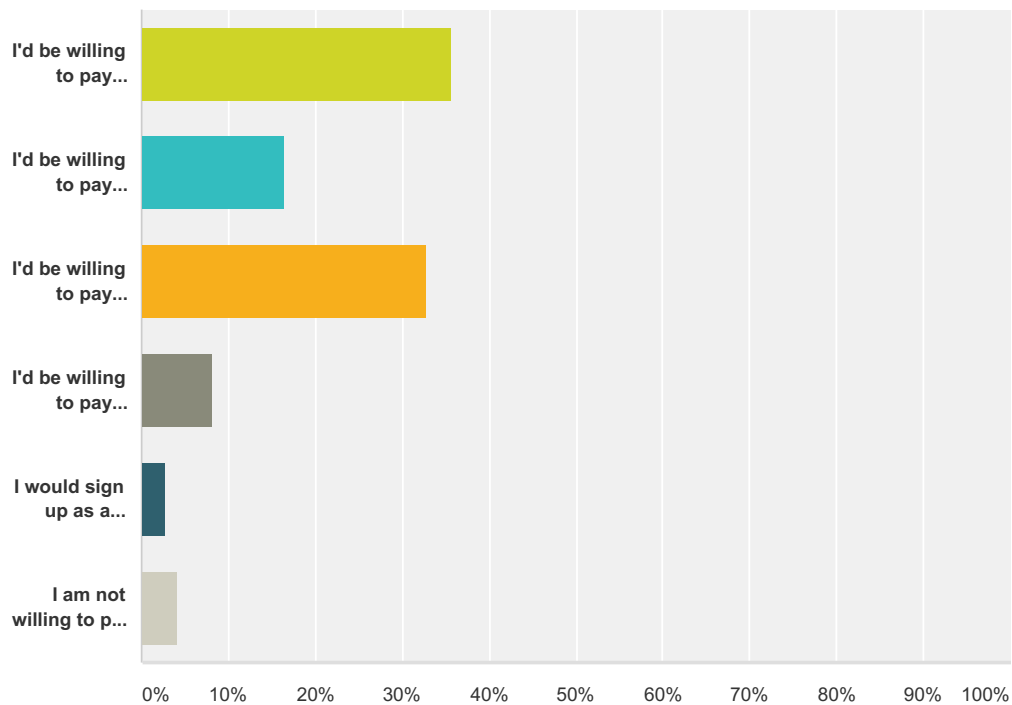
Answered: 75 Skipped: 5



Answer Choices	Responses
Membership fees	92.00% 69
Sponsorship/advertising	81.33% 61
Voluntary resident contributions and fundraisers	72.00% 54
Other	6.67% 5
Total Respondents: 75	

Q14 Business sponsorship and resident membership dues are currently the two main ways UHNA generates revenue. We operate on a razor thin annual budget. Costs of maintaining the neighborhood organization have gone up, whereas volunteer hours have gone down and dues have remained low (\$30 per family, \$15 per individual ANNUALLY). To continue to operate, dues will have to increase. How much would you be willing to contribute for dues on an annual basis? (Keep in mind that dues payment is not mandatory to be a member of UHNA.)

Answered: 73 Skipped: 7



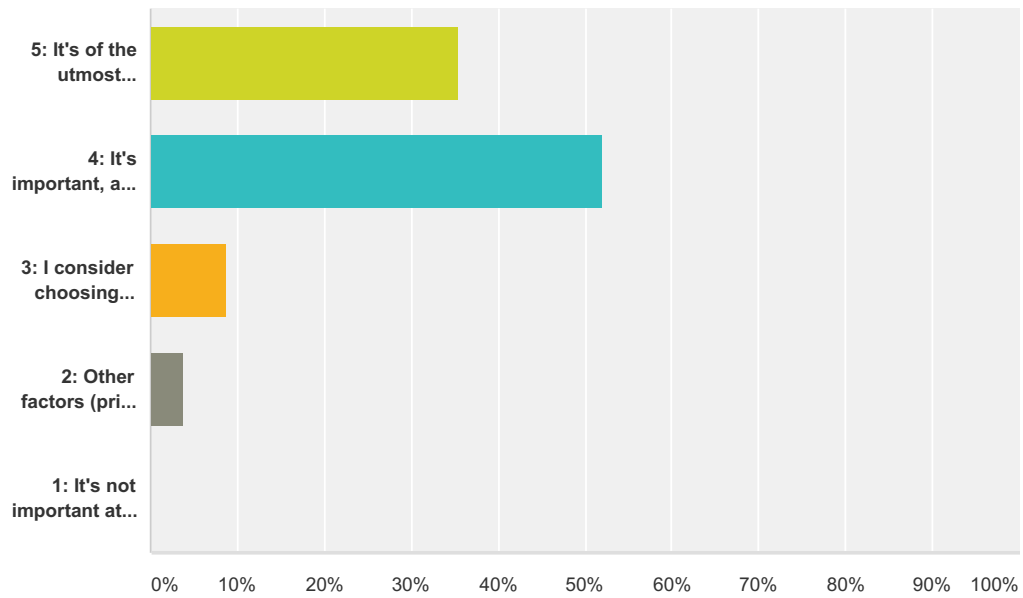
Answer Choices	Responses
I'd be willing to pay \$100/family, \$50/individual.	35.62% 26
I'd be willing to pay \$60/family, \$30/individual.	16.44% 12
I'd be willing to pay \$50/family, \$25/individual.	32.88% 24
I'd be willing to pay \$40/family, \$20/individual.	8.22% 6
I would sign up as a non-dues paying member and be willing to make an annual contribution of... (fill in below)	2.74% 2

UH Resident Survey

I am not willing to pay anything to fund the operations of UHNA.	4.11%	3
Total		73

Q15 What is your opinion on supporting local businesses?

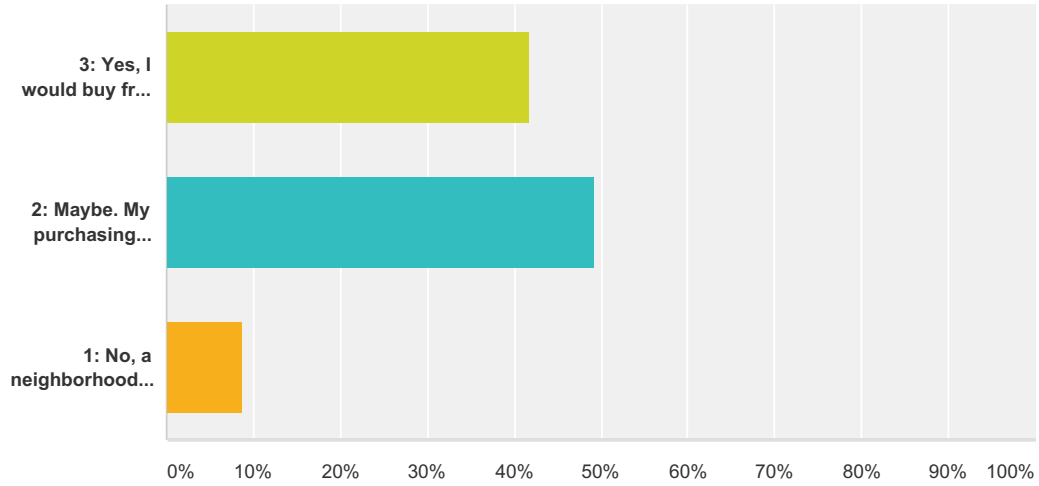
Answered: 79 Skipped: 1



Answer Choices	Responses
5: It's of the utmost importance. I almost always shop local. These businesses are our neighbors, and part of what makes our community unique and special.	35.44% 28
4: It's important, and when price & performance are comparable, I prefer to choose local businesses when I can.	51.90% 41
3: I consider choosing businesses if they are local, but it's not the only factor I consider.	8.86% 7
2: Other factors (price, convenience, reviews, etc.) carry heavier weight in deciding where I do business.	3.80% 3
1: It's not important at all to me if businesses are local.	0.00% 0
Total	79

Q16 If a local business becomes a UHNA sponsor, to what extent would that influence your purchasing decision?

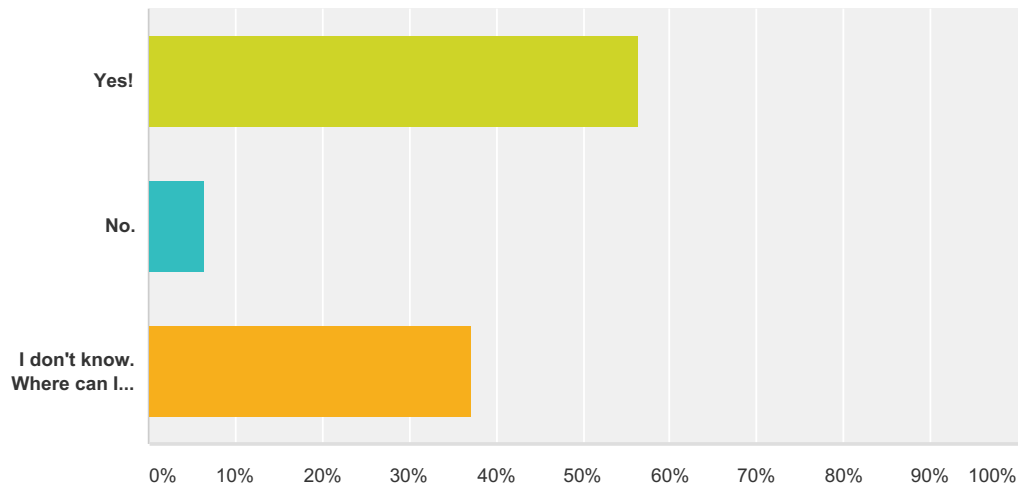
Answered: 79 Skipped: 1



Answer Choices	Responses	
3: Yes, I would buy from a business that sponsored the neighborhood.	41.77%	33
2: Maybe. My purchasing decisions might be influenced by a neighborhood business sponsorship, and I might give them a try.	49.37%	39
1: No, a neighborhood sponsorship would have little to no impact on my purchasing decision.	8.86%	7
Total		79

Q17 Have you purchased from a UHNA sponsor in the last year?

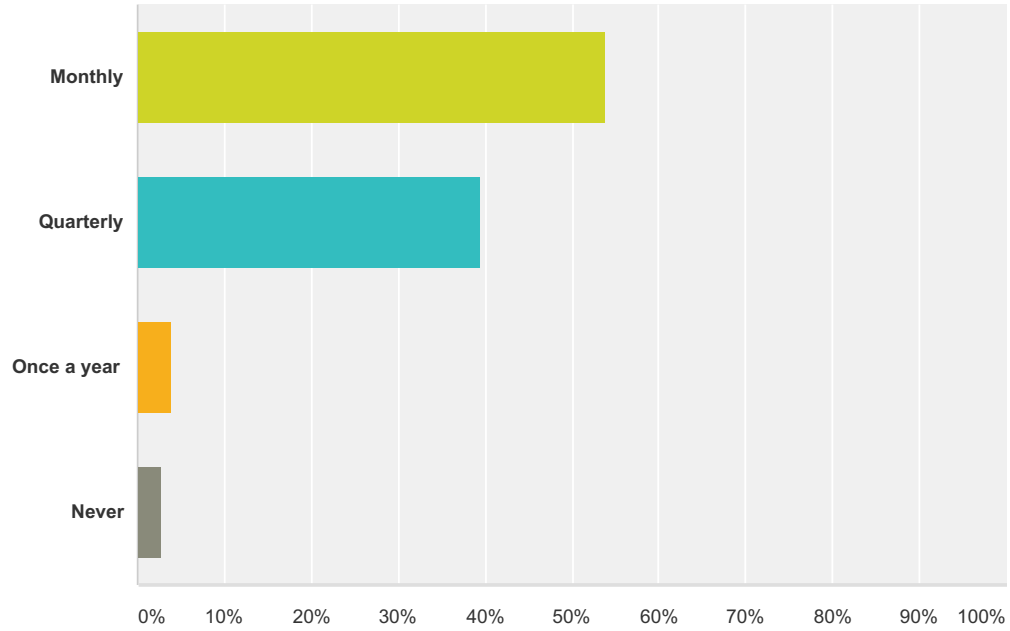
Answered: 78 Skipped: 2



Answer Choices	Responses
Yes!	56.41% 44
No.	6.41% 5
I don't know. Where can I find out who sponsors the neighborhood?	37.18% 29
Total	78

Q18 How often would you like to hear from the sponsors of the UHNA? (via neighborhood e-news, etc.)

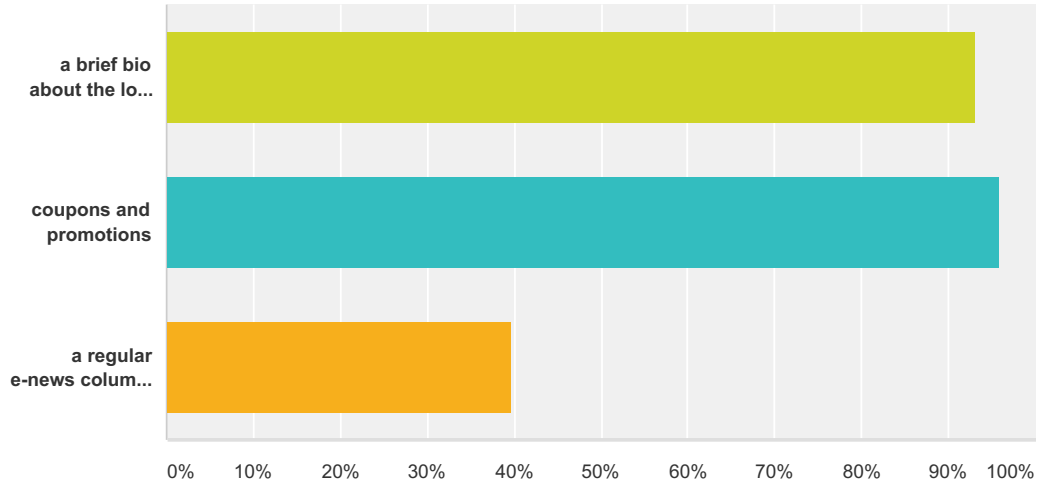
Answered: 76 Skipped: 4



Answer Choices	Responses
Monthly	53.95% 41
Quarterly	39.47% 30
Once a year	3.95% 3
Never	2.63% 2
Total	76

Q19 What sorts of things would you be interested in hearing about from UHNA sponsors? (Select all that apply)

Answered: 73 Skipped: 7



Answer Choices	Responses
a brief bio about the local business, the owners, their products and services	93.15% 68
coupons and promotions	95.89% 70
a regular e-news column with how-to and advice regarding a particular line of business (e.g. tax tips)	39.73% 29
Total Respondents: 73	

Q20 What types of local businesses would you most like to see become sponsors of the UHNA? And along that line, what types of local businesses do you think are the most valuable to neighborhood?

Answered: 38 Skipped: 42

Q21 Would you like us to follow up with you on anything above? Please leave your contact information below. You may also email us at uadmin@underwoodhills.org. Thank you for completing this survey!

Answered: 13 Skipped: 67