

City of Washburn Community Survey Results

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Question for next time ...

- If you knew nothing about Washburn, and were charged with shaping an identity based on these results, what would that identity look like?



Method

- Qualtrics, online
- April 1 - 21
- Convenience Sample
 - Facebook
 - Utility bill flyer
 - Chamber of Commerce
 - Personal email lists
 - Paper copies
- 482 responses
- Average time 15.8 minutes (SD 13.75 minutes)



Respondent Demographics

- Age
 - Median = 54
 - Mean = 53 (SD=14.31)
- Median Income
 - Residents = \$70 – 79k
 - Seasonal = \$100 - 124k
 - Visitor = \$80 - 89k
- Residency
 - City, school, commuter 69%
 - Seasonal 8%
 - Visitor 22%
- Employment
 - Full time 42%
 - Part time 12%
 - Self-employed 15%
 - Unemployed, 2%
 - Retired 26%
 - Homemaker 3%
 - Student 1%



Respondent Demographics

- Time in Community

- 5 years or less 22%
- 6-10 years 15%
- 11-20 years 22%
- More than 20 years 41%

- Is Washburn your hometown?

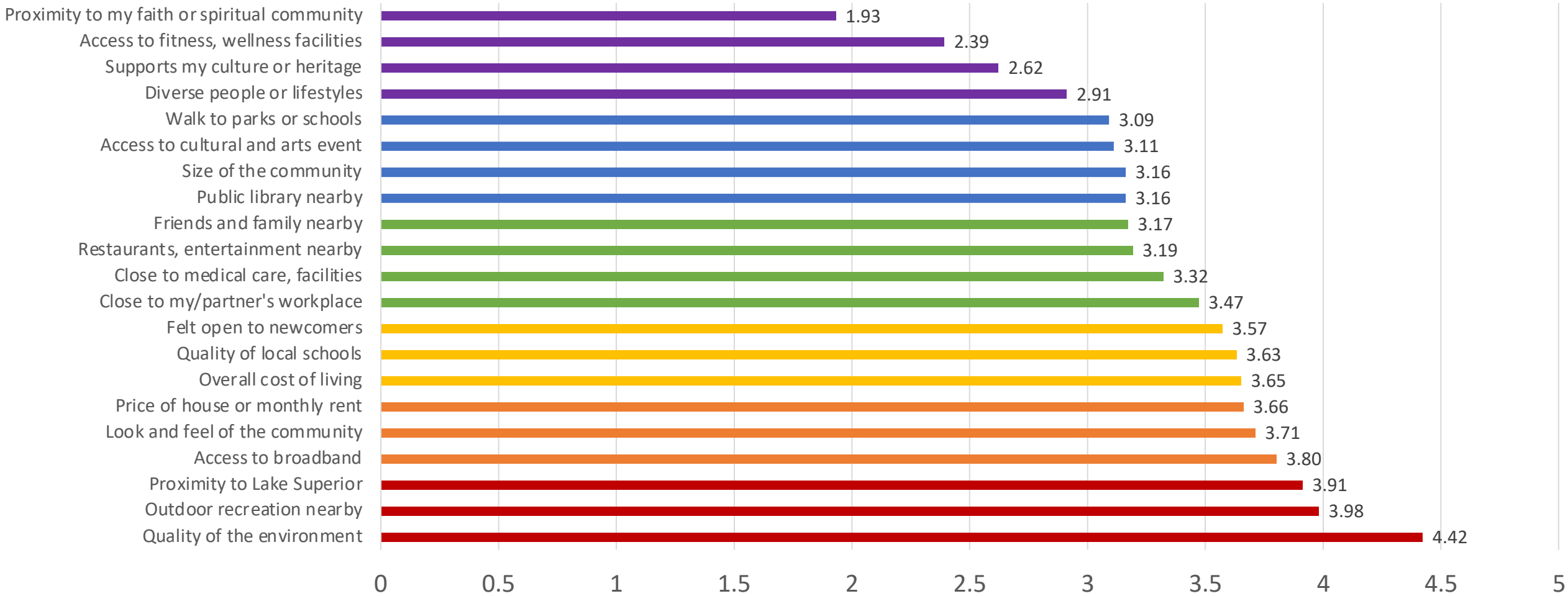
- Yes, it's my original hometown 23%
- Yes, it's my adopted hometown 26%
- No, my hometown is elsewhere 51%

- Children

- Raised children here 57%
- Under 18 at home 32%
- Children in school district 15%

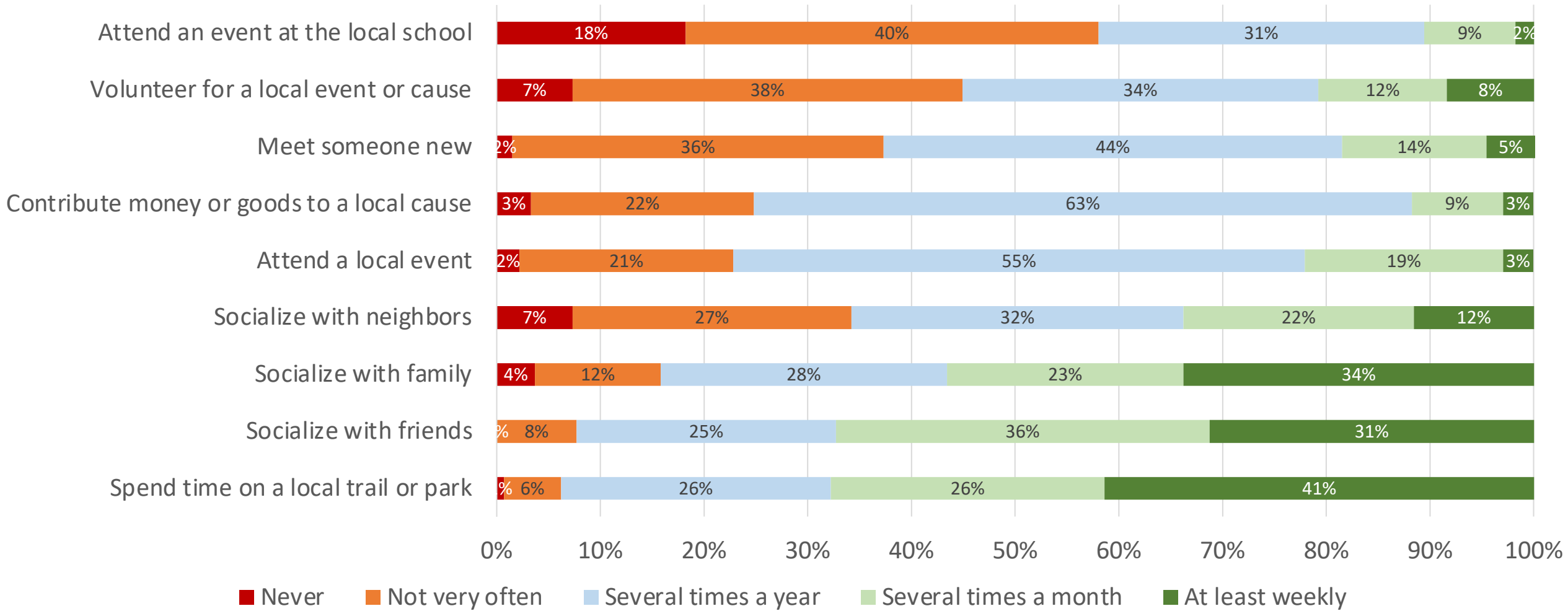


When choosing a place to live, how important were the following ...



In a typical year, how often do you* ...

*Answers include only year-round residents



How would you rate Washburn on the following??

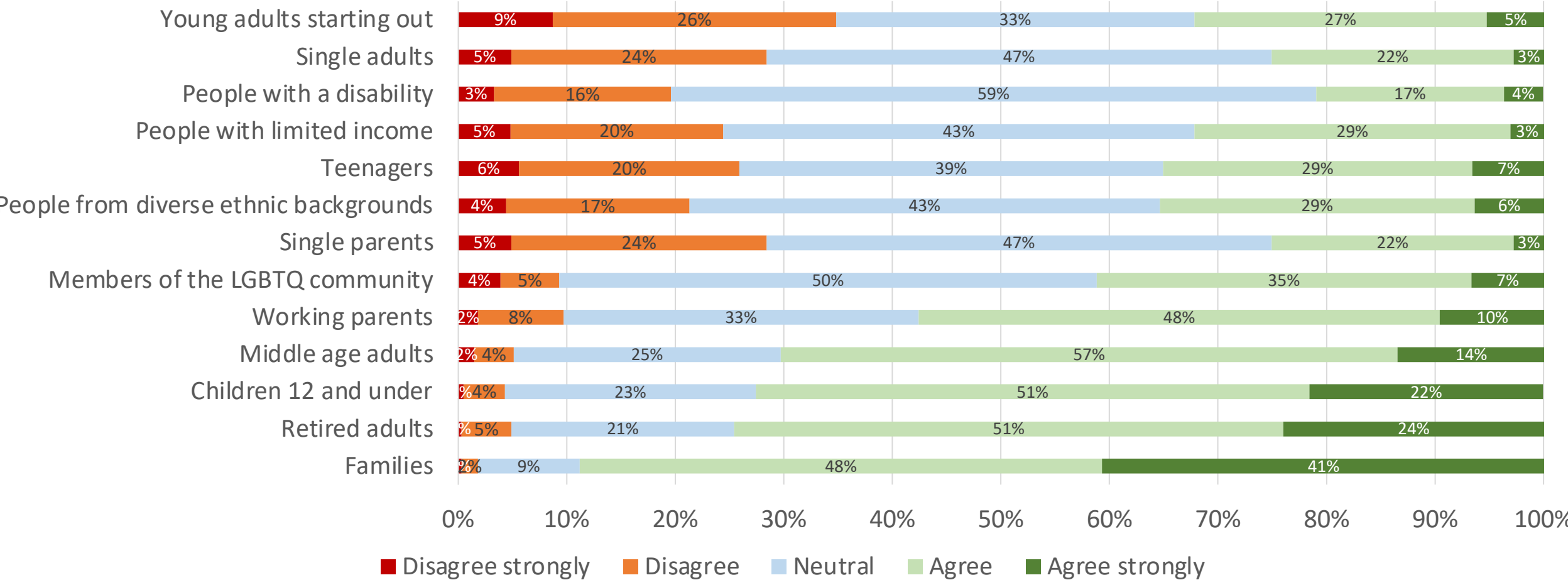


For future development, Washburn's downtown and business districts should ...

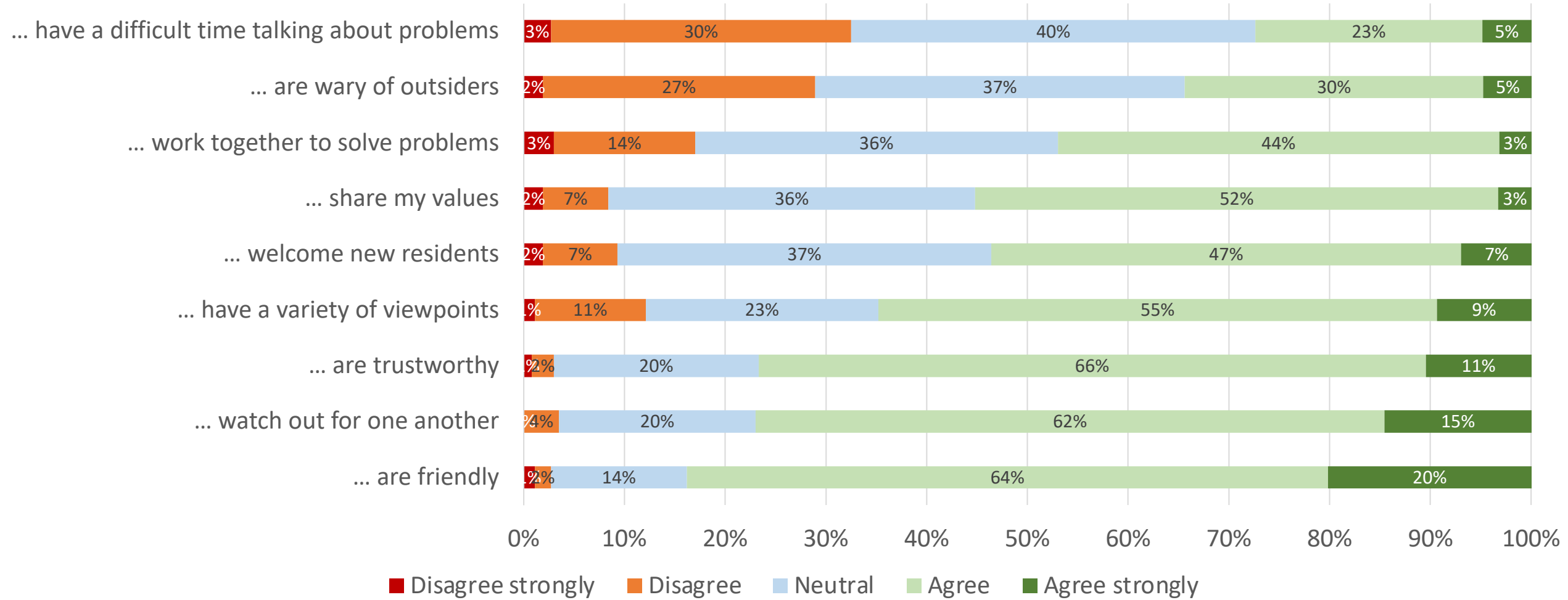
- Focus on the needs of residents
- Focus on attracting visitors and tourists
- Look dramatically different
- Look the same



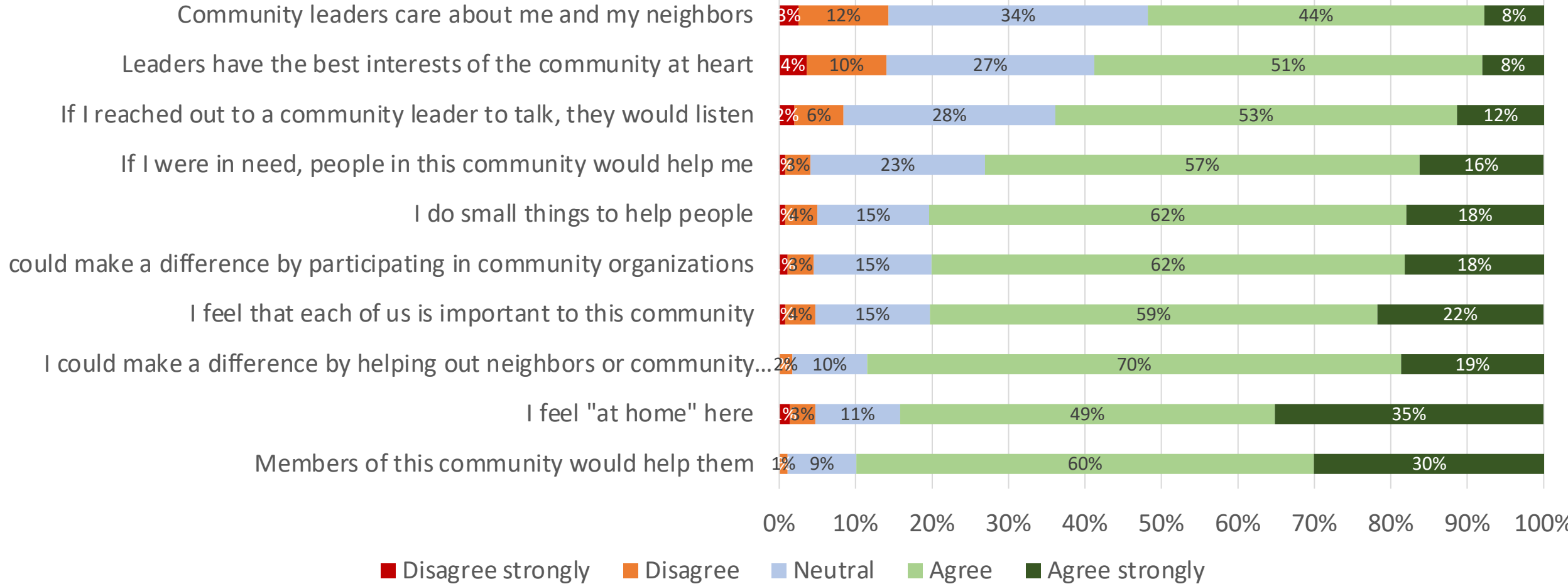
Is Washburn a good place for ...



People in Washburn ...



Do you agree or disagree ...



In a typical Washburn winter, do you and your neighbors ever help one another shovel or plow?

- Yes, we frequently help one another 33%
- Yes, we occasionally help one another 50%
- No, we don't typically do that 17%



How would you describe Washburn to someone who has never been here?



If you could tell the world about Washburn, what would you like it to know about this community?



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