

**Community
Compass**

Building a Stronger New Haven Region
Through Civic Engagement, Investment and Leadership

Community COMPASS
Greater New Haven Region
Community Leaders Survey Report
Spring 2003



United Way

www.uwanh.org/compass/index.cfm



The United Illuminating Company



COMMUNITY LEADERS SURVEY COMMITTEE, MEMBERS AND AFFILIATIONS

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- **Todd Andrews** **The United Illuminating Company**
- **Louise Endel**
- **Jack Healy** **United Way of Greater New Haven**
- **John Huettner** **City of New Haven, Human Services**
- **Patricia Kaplan** **New Haven Legal Assistance Association, Inc.**
- **Don Klepper-Smith** **Scillia Dowling and Natarelli Advisors LLC**
- **Robert McGuire** **United Way of Greater New Haven**
- **Alex Nemeth** **Holt, Wexler & Farnum, LLC**
- **Karen Seligson** **Junior League of Greater New Haven**
- **Thomas Sansone** **Carmody & Torrance**
- **Yvette Southwick** **Junior League of Greater New Haven**
- **Cheever Tyler** **Nonprofit Strategies**
- **Jane Wasyliv** **American Red Cross**
- **Stanley Welch** **The Office of Congresswoman Rosa L. DeLauro**

- **We also wish to acknowledge the contributions of the United Way of Greater New Haven for their efforts in the data collection process, with special thanks to C. Cangiano, W. Natter and K. Norwood.**

OVERVIEW:

- A TOTAL OF **242 INTERVIEWS** WERE CONDUCTED OVER A TWO-MONTH PERIOD IN MARCH/APRIL OF 2003. (MARGIN OF ERROR AT 95% CONFIDENCE= + OR - 6.3%).
- THE SURVEYS TOOK AN **AVERAGE OF ROUGHLY 15-20 MINUTES EACH TO COMPLETE** .
- THE **PRIMARY OBJECTIVES** WERE: 1) MEASURE LEVELS OF IMPORTANCE & SATISFACTION IN ISSUES/AREAS RELATING TO SOCIAL, ECONOMIC, HEALTH CONCERNS , 2) CONTRAST CURRENT SURVEY READINGS IN NEW HAVEN WITH NATIONAL SURVEY RESULTS, WHERE POSSIBLE, 3) ASCERTAIN WHERE SOCIAL SERVICE PROVIDERS ARE "MEETING THE EXPECTATIONS OF THE MARKETPLACE, AND WHERE THEY ARE NOT". 4) DEVELOP REGIONAL PERFORMANCE BENCHMARKS.
- **SURVEY RESULTS TO HELP NEW HAVEN AREA SOCIAL SERVICE AGENCIES DOCUMENT** FUTURE IMPROVEMENT IN KEY SOCIAL, ECONOMIC, AND HEALTH INDICATORS.

RESEARCH RESULTS

- ***KEY POINT: SURVEY RESULTS CAN EASILY BE MISCONSTRUED OR MISREPRESENTED WHEN INDIVIDUAL QUESTIONS ARE LOOKED AT IN ISOLATION. RESULTS MUST BE LOOKED AT IN CONTEXT OF THE ENTIRE STUDY.***

LIKERT MEAN SCORES

- **BOTTOM LINE: MARKET RESEARCHERS UTILIZE LIKERT MEANS IN RELATION TO ONE ANOTHER IN ORDER TO DISCERN GREATER OR LESSER AREAS OF SATISFACTION OR IMPORTANCE FOR THE INDIVIDUAL ISSUES AT HAND.**
- **"LIKERT SCALES" WERE USED IN THIS STUDY TO DISCERN THE VARIOUS LEVELS OF SATISFACTION AND IMPORTANCE AND HELP QUANTIFY "AREAS OF GRAY" AND "PRIORITIZE THE ISSUES AND AREAS OF SATISFACTION". (FOR EXAMPLE, 1="HIGHLY DISSATISFIED", 2="SOMEWHAT DISSATISFIED", 3="SOMEWHAT SATISFIED", AND 4="HIGHLY SATISFIED").**
- **AN AVERAGE OF ALL LIKERT SCORES FOR A GIVEN QUESTION CREATES A "LIKERT MEAN".**
- **USING A 1-4 LIKERT SCALE, A NEUTRAL READING IS 2.5.**
- **THEREFORE, LIKERT MEAN SCORES ABOVE 2.5 FOR SATISFACTION INDICATE POSITIVE LEVELS OF SATISFACTION, WHILE READINGS BELOW 2.5 INDICATE A LACK OF SATISFACTION.**

LIKERT MEAN SCORES IN PRACTICE

- IN A TIGHT BUDGET ENVIRONMENT, LIKERT SCALING TECHNIQUES CAN HELP PRIORITIZE WHERE FUNDS/RESOURCES EVENTUALLY GET ALLOCATED.
- LIKERT MEANS ARE RELATIVE CONCEPTS AND SHOULD BE VIEWED IN THE CONTEXT OF ALL QUESTIONS ASKED.
- EXAMPLE:
 - IMPORTANCE OF ISSUE A: LIKERT MEAN=2.75
 - IMPORTANCE OF ISSUE B: LIKERT MEAN= 2.90
 - IMPORTANCE OF ISSUE C: LIKERT MEAN=3.10
- ALL THREE INDICATE GENERAL LEVELS OF IMPORTANCE, BUT GREATER IMPORTANCE IS FOUND WITH ISSUE C.

SATISFACTION SURPLUSES AND DEFICITS

- **DIFFERENCING THE LIKERT MEAN RATINGS ON IMPORTANCE AND SATISFACTION FOR THE VARIOUS ISSUES CATEGORIES PROVIDES A BASIS FOR CALCULATING "SATISFACTION GAPS".**
- **A "SATISFACTION SURPLUS": SATISFACTION RATINGS EXCEED IMPORTANCE RATINGS. THIS MEANS THAT CURRENT INITIATIVES ARE MORE THAN MEETING THE EXPECTATIONS OF AREA LEADERS.**
- **A "SATISFACTION DEFICIT": IMPORTANCE RATINGS EXCEED THE SATISFACTION RATINGS. THIS MEANS THAT CURRENT INITIATIVES ARE NOT MEETING THE EXPECTATIONS OF AREA LEADERS.**

LIKERT MEAN SCORES

- **RANK ORDERING THE LIKERT MEANS ON THE 30 INDIVIDUAL CATEGORIES CAN HELP PRIORITIZE FUTURE NEW HAVEN COMMUNITY INITIATIVES BASED ON THEIR PERCEIVED LEVEL OF IMPORTANCE OF THE VARIOUS ISSUES WITHIN THE COMMUNITY.**
- **MONITORING THESE GAPS OVER TIME PROVIDES A BASIS FOR ASSESSING NOT ONLY HOW COMMUNITY PRIORITIES CHANGE OVER TIME, BUT HOW NEW INITIATIVES FOR COMMUNITY DEVELOPMENT ARE PERCEIVED IN TERMS OF THEIR EFFECTIVENESS.**

2003 SURVEY HIGHLIGHTS:

- **APRIL 2003 SURVEY RESULTS SHOW THAT NEW HAVEN AREA LEADERS GENERALLY BELIEVE THAT THE NEW HAVEN REGION IS A GOOD PLACE TO LIVE AND WORK. ROUGHLY 3 IN EVERY 4 RESPONDENTS PERCEIVED THE REGION AS A "GOOD" OR "EXCELLENT" PLACE TO LIVE AND WORK (72.7%).**
- **SPECIFICALLY, 60.6% OF THE RESPONDENTS SAID THE REGION WAS A "GOOD" PLACE TO LIVE AND WORK, WHILE 12.1% STATED THAT IT WAS AN "EXCELLENT" PLACE TO LIVE AND WORK. ONLY 25.5% SAW THE REGION AS A "FAIR" PLACE TO LIVE.**
- **THIS CURRENT STUDY PROVIDES A "BASELINE MEASURE OF LIVABILITY" WITHIN THE NEW HAVEN AREA AS INDICATED BY OVERALL SATISFACTION. IMPROVEMENT CAN BE DOCUMENTED OVER TIME.**

2003 SURVEY HIGHLIGHTS:

- APRIL 2003 SURVEY RESULTS SHOW THAT ECONOMIC, HEALTHCARE, AND TRANSPORTATION/INFRASTRUCTURE ISSUES WERE THE MOST IMPORTANT TO NEW HAVEN AREA LEADERS. OF THE SEVEN PRIMARY CATEGORY EVALUATED, ECONOMIC ISSUES WERE FOUND TO BE THE MOST IMPORTANT (3.3) FOLLOWED BY HEALTH/ENVIRONMENT ISSUES (3.16) AND TRANSPORTATION/INFRASTRUCTURE ISSUES (3.14).
- OF THE 30 INDIVIDUAL CATEGORIES EVALUATED, THE MOST IMPORTANT AREAS OF CONCERN WERE, IN ORDER : LACK OF AFFORDABLE HEALTH CARE (3.62), FOLLOWED BY POVERTY (3.49), ECONOMIC DISPARITIES AMONG TOWNS (3.46), LACK OF AFFORDABLE HOUSING (3.37), ALCOHOL/DRUG ABUSE (3.34), AND LACK OF AFFORDABLE CHILDCARE (3.28).
- THESE REPRESENT AREAS WHERE REGIONAL LEADERS HAVE THE GREATEST CONCERNS AND REPRESENT OPPORTUNITIES FOR NEW COMMUNITY INITIATIVES.

2003 SURVEY HIGHLIGHTS:

- OF THE 30 INDIVIDUAL CATEGORIES EVALUATED, THE LEAST IMPORTANT AREAS OF CONCERN WERE, IN ORDER: LACK OF CULTURAL ACTIVITIES (1.95), SHORTAGE OF RECREATIONAL FACILITIES (2.39), GANGS (2.59), DISCRIMINATION BASED ON RACE, RELIGION OR ETHNICITY (2.62), AND TENSIONS BETWEEN RACIAL/ETHNIC GROUPS (2.65).
- LOOKING AT MEASUREMENTS OF SATISFACTION, THE ISSUE CATEGORIES TO GARNER THE HIGHEST RATINGS WERE, IN ORDER: SAFETY ISSUES (2.60), FOLLOWED BY SOCIAL ISSUES (2.25) AND EDUCATIONAL ISSUES (2.21).
- THE ISSUE CATEGORIES TO GARNER THE LOWEST SATISFACTION RATINGS WERE: ECONOMIC ISSUES (1.96), TRANSPORTATION ISSUES (1.99), AND HOUSING ISSUES (2.11). THESE REPRESENT AREAS WHERE REGIONAL LEADERS SEE MAJOR ROOM FOR IMPROVEMENT.

2003 SURVEY HIGHLIGHTS:

- **"GAP ANALYSIS": OF THE SEVEN PRIMARY ISSUES CATEGORIES EVALUATED, ALL SEVEN RECORDED "SATISFACTION DEFICITS", MEANING THAT THE MEASURED LEVELS OF IMPORTANCE EXCEEDED THE LEVEL OF SATISFACTION WITH CURRENT COMMUNITY INITIATIVES. THIS INDICATES THAT NEW HAVEN AREA COMMUNITY LEADERS SENSE THAT MUCH WORK NEEDS TO BE DONE ACROSS THE VARIOUS ISSUES GROUPINGS.**
- **THE GREATER THE SATISFACTION DEFICIT, THE GREATER THE NEED AS PERCEIVED BY AREA LEADERS. THE LARGEST DEFICITS WERE FOUND IN ECONOMIC ISSUES (-1.34), FOLLOWED BY TRANSPORTATION ISSUES (-1.15) AND HEALTH ENVIRONMENT ISSUES (-1.02).**
- **THE SMALLEST DEFICITS WERE FOUND WITH SAFETY ISSUES (-0.14), SOCIAL ISSUES (-0.66), AND EDUCATIONAL ISSUES (-0.78)**

2003 SURVEY HIGHLIGHTS:

- **BOTTOM LINE ASSESSMENT: THE COLLECTIVE DATA INDICATE THAT NEW HAVEN AREA LEADERS BELIEVE THAT MANY SOCIAL, ECONOMIC, AND EDUCATIONAL INITIATIVES ARE ALL WORTHY OF CONSIDERATION. THIS IS UNDERSCORED BY THE FACT THAT "SATISFACTION DEFICITS" WERE RECORDED IN ALL 7 AREAS.**
- **HOWEVER, THE CURRENT ECONOMIC/FISCAL ENVIRONMENT PRECLUDES MEANINGFUL INVOLVEMENT WITH ALL ISSUES. THEREFORE, THE PRIORITIZATION OF VARIOUS COMMUNITY ISSUES, DECIDING WHAT MUST BE DONE, AND WHAT CAN BE LEFT TO A LATER DATE, IS THE LIKELY NEXT STEP.**
- **KEY QUESTION: WHAT ACTIONABLE PLANS AND COMMUNITY INITIATIVES ARE WORTH CONSIDERING IN MATCHING NEW HAVEN AREA RESOURCES WITH THE PEOPLE WHO NEED THEM MOST?**

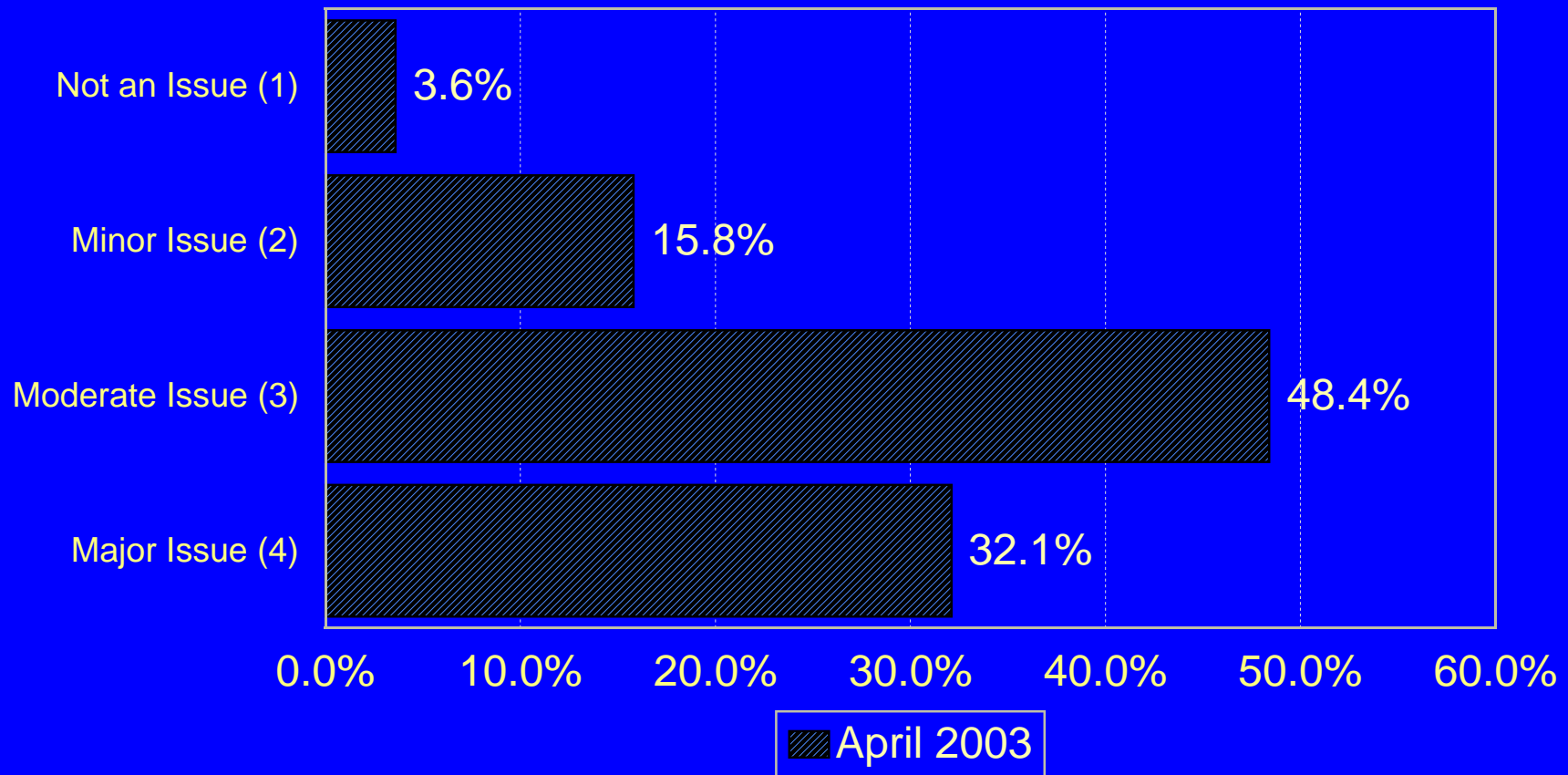
1A. ECONOMIC ISSUES:IMPORTANCE

How important is the following issue within the New Haven region today?

LACK OF WORKFORCE SKILLS

MEAN=3.09

% DISTRIBUTION



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

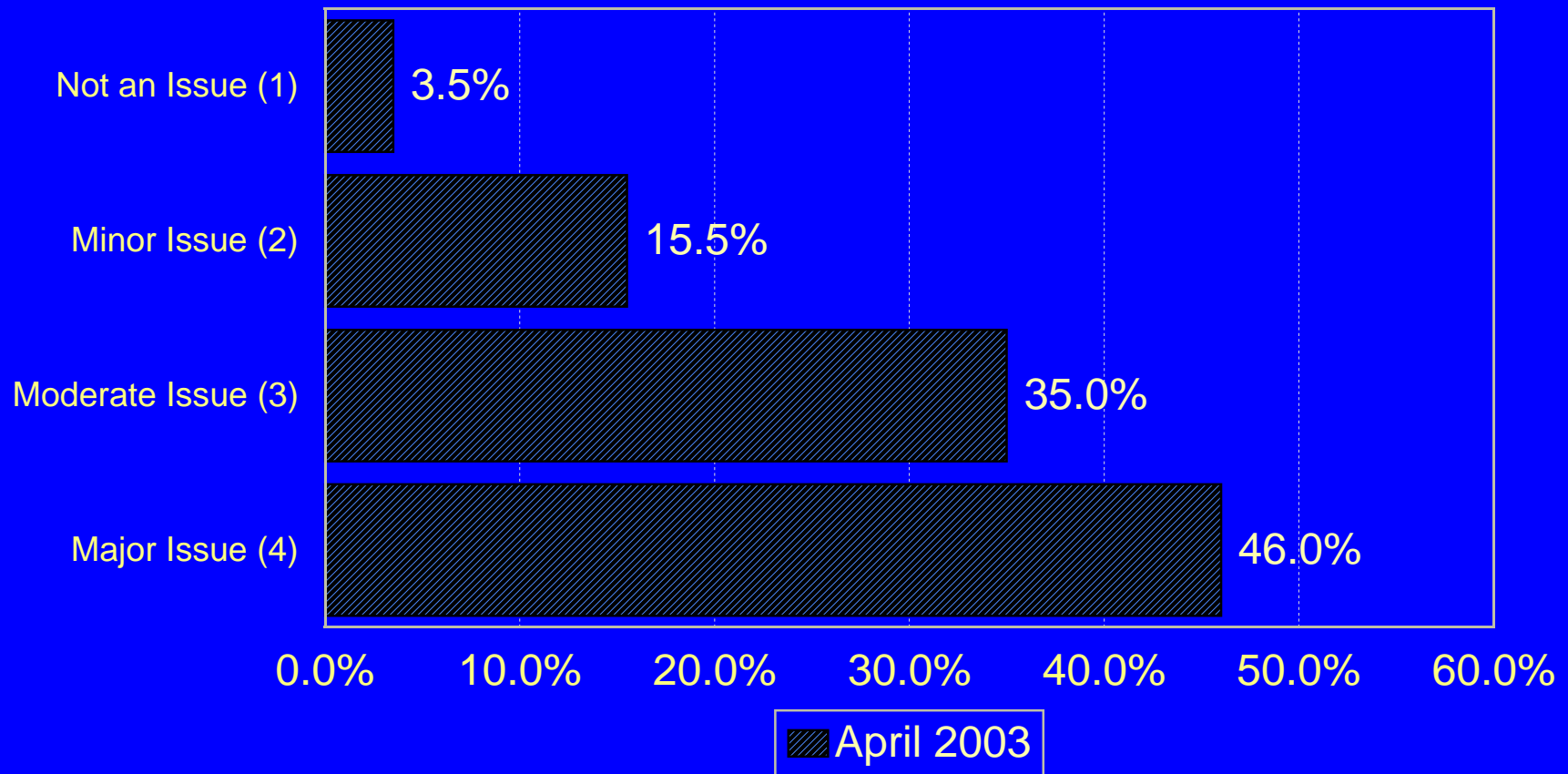
Q1B. ECONOMIC ISSUES:IMPORTANCE

How important is the following issue within the New Haven region today?

LACK OF QUALITY JOBS

MEAN=3.23

% DISTRIBUTION



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

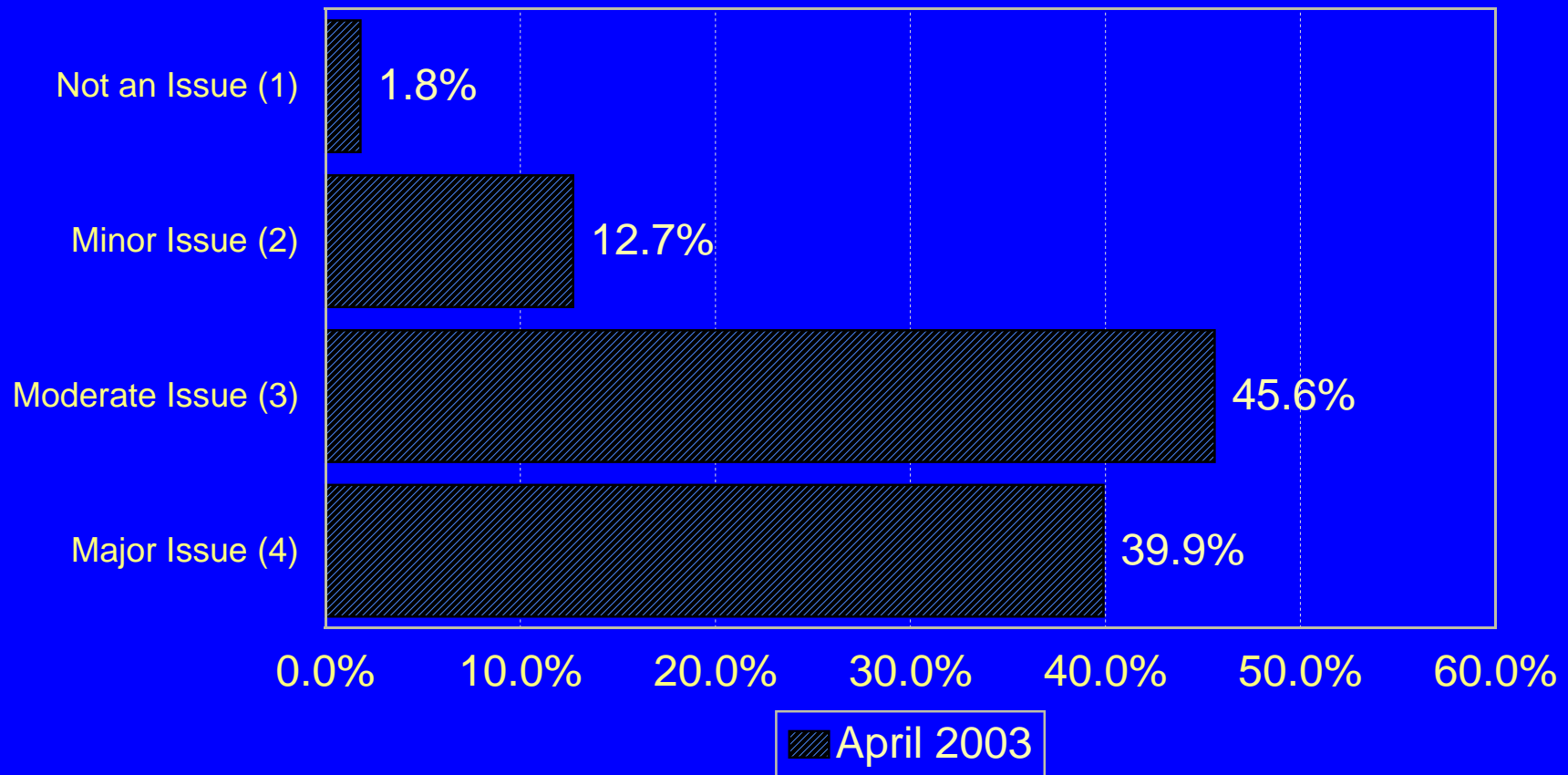
1C. ECONOMIC ISSUES:IMPORTANCE

How important is the following issue within the New Haven region today?

UNEMPLOYMENT

MEAN=3.24

% DISTRIBUTION



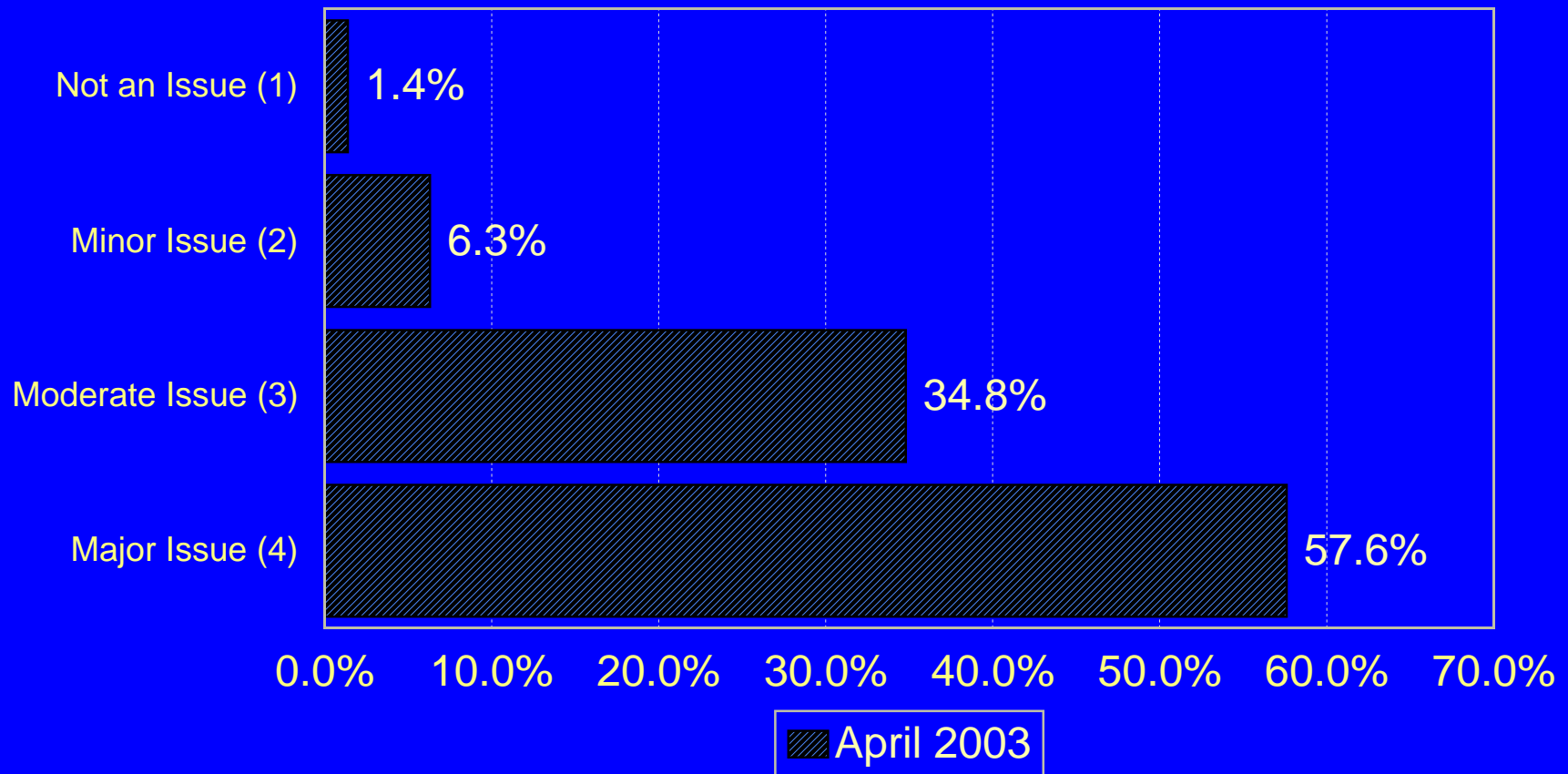
SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

Q1D. ECONOMIC ISSUES:IMPORTANCE

How important is the following issue within the New Haven region today?

POVERTY
MEAN=3.49

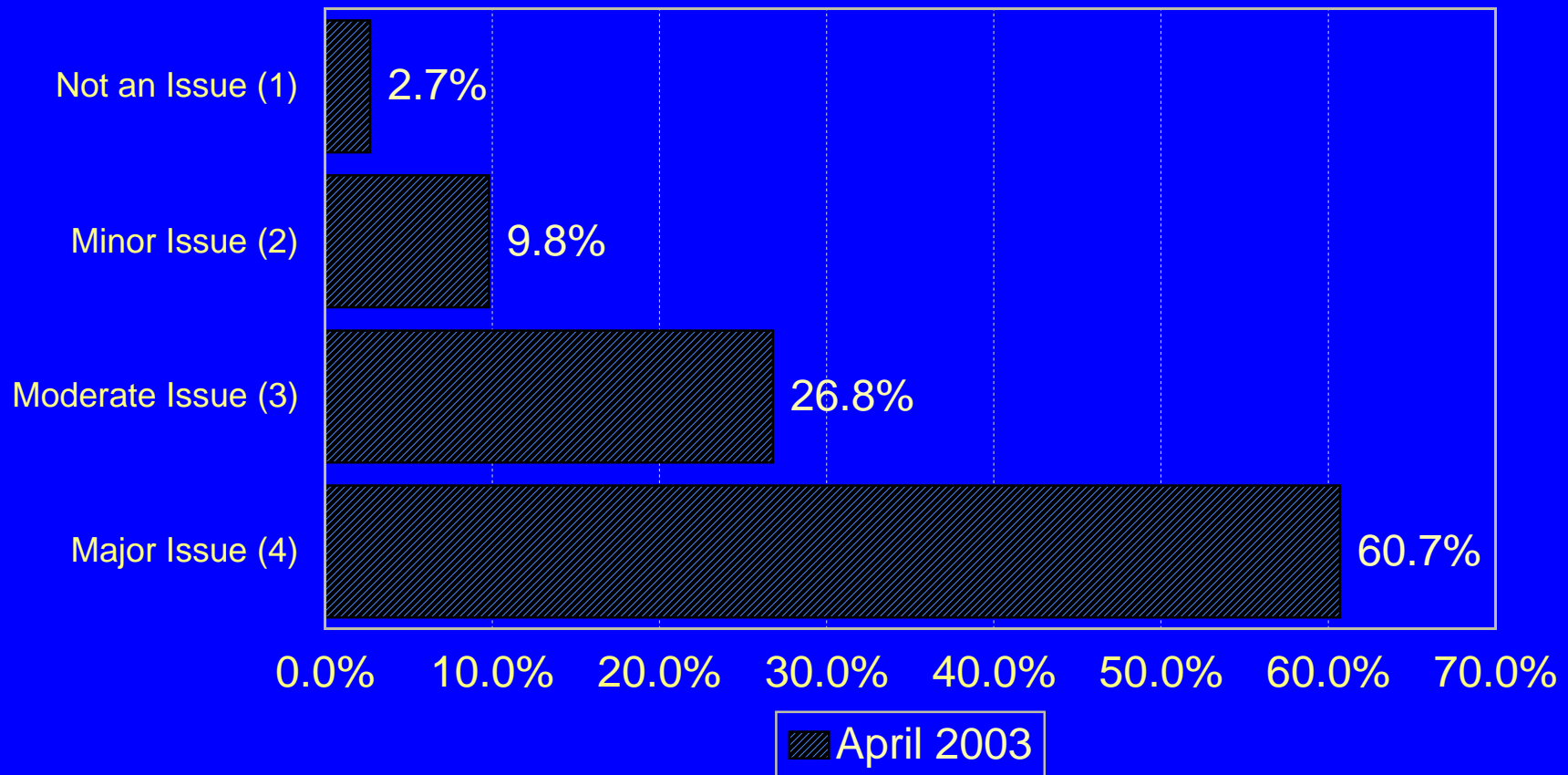
% DISTRIBUTION



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

Q1E. ECONOMIC ISSUES:IMPORTANCE
How important is the following issue
within the New Haven region today?
ECONOMIC DISPARITIES AMONG TOWNS
MEAN=3.46

% DISTRIBUTION

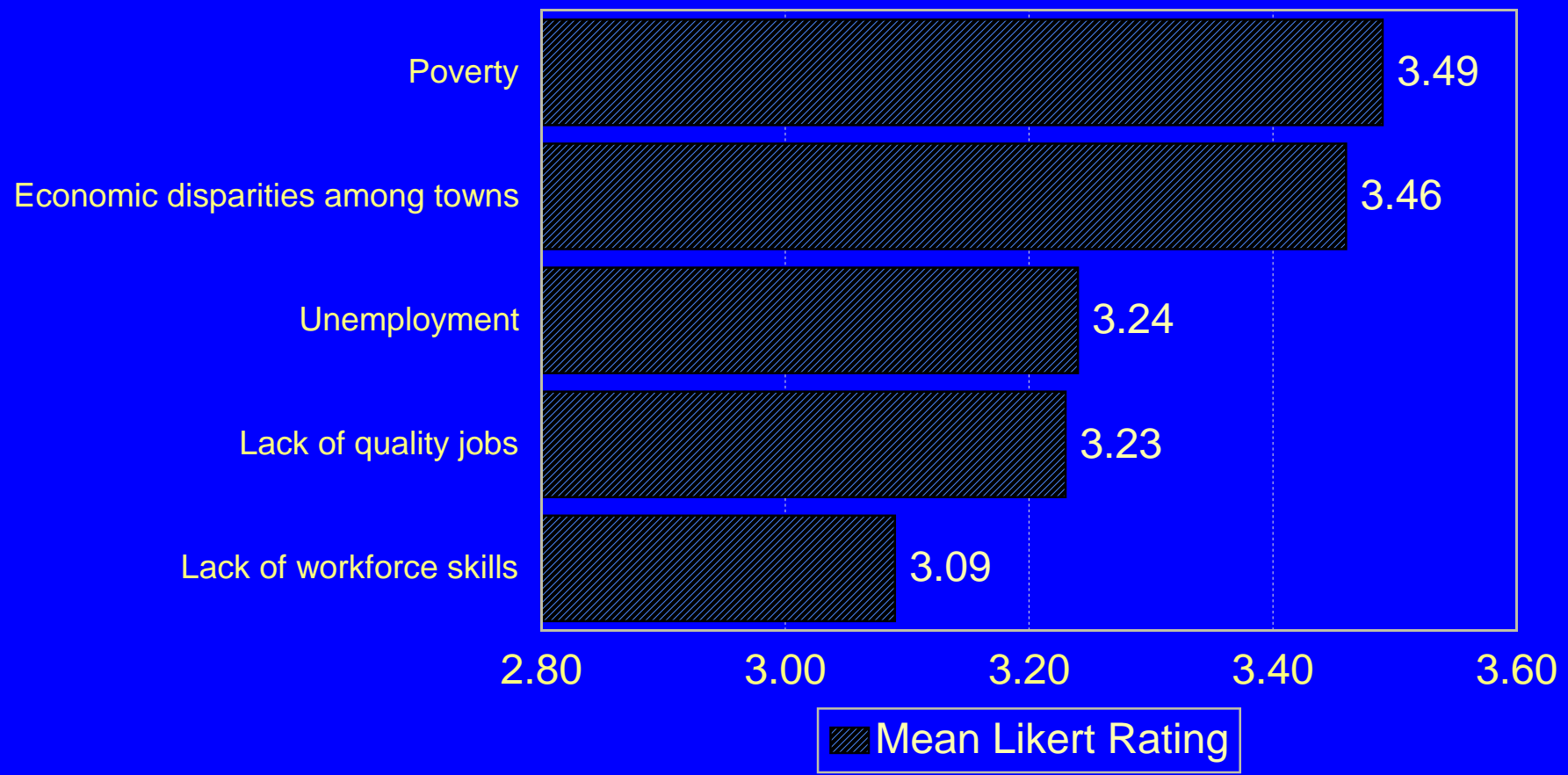


SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

Q. 1A-E: ECONOMIC ISSUES:IMPORTANCE

Mean Likert Ratings For Each Issue (1 to 4 Scale)

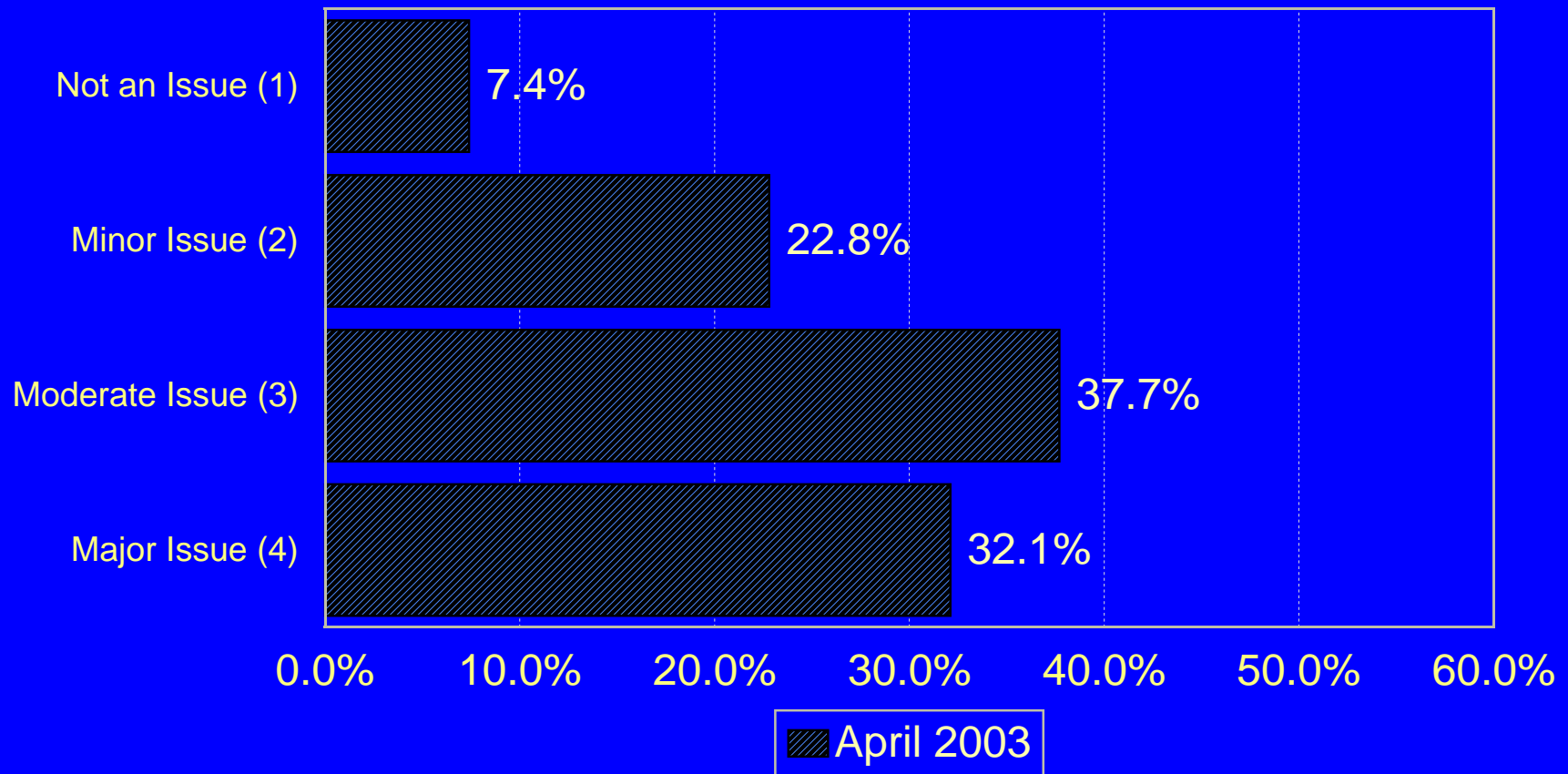
Ordered on 2003 Likert Means



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

Q1F. EDUCATIONAL ISSUES:IMPORTANCE
How important is the following issue
within the New Haven region today?
CHILDREN HAVING SKILLS ENTERING KINDERGARTEN
MEAN=2.94

% DISTRIBUTION



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

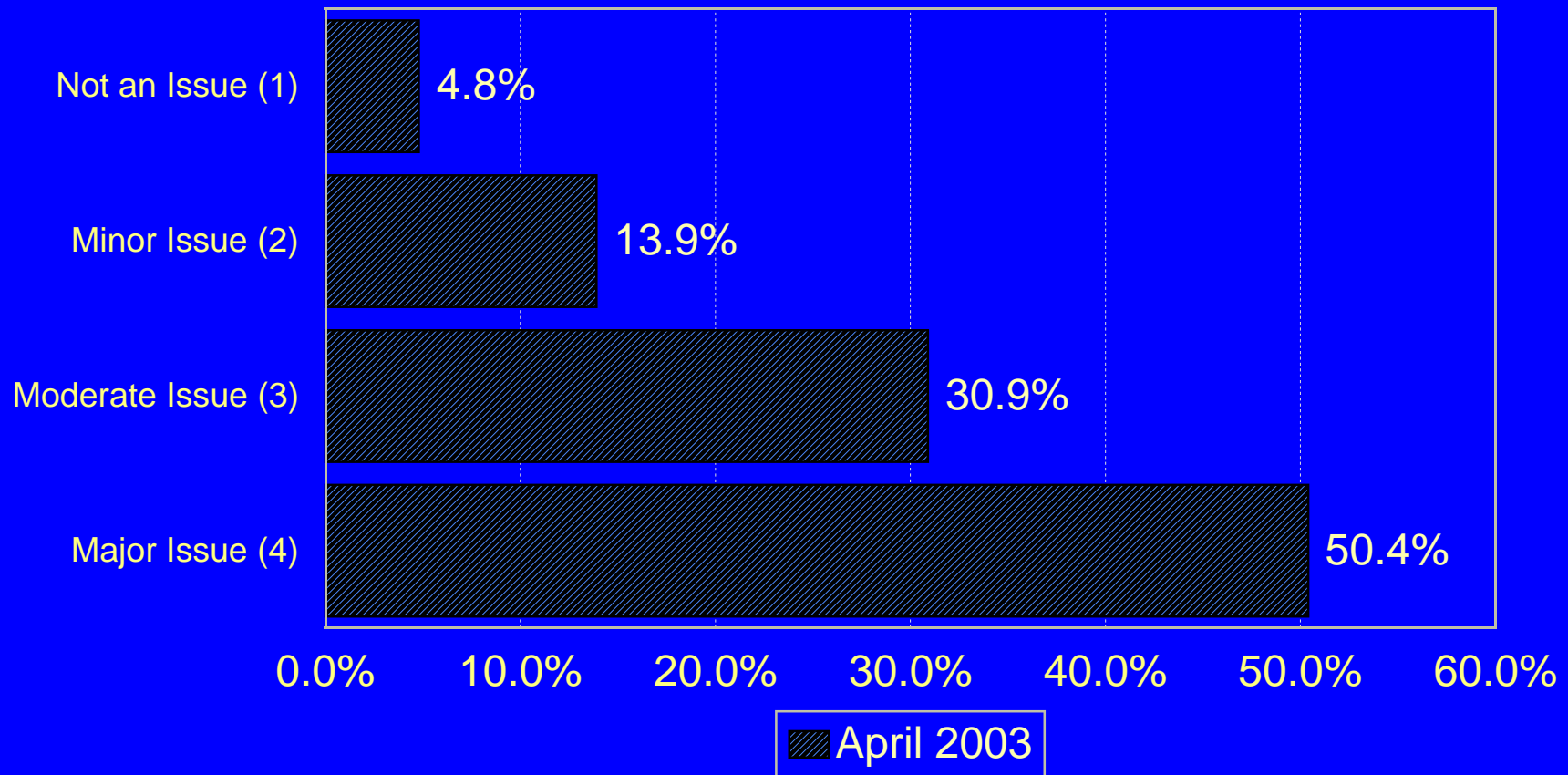
Q1G. EDUCATIONAL ISSUES:IMPORTANCE

How important is the following issue
within the New Haven region today?

QUALITY OF PUBLIC SCHOOLS

MEAN=3.27

% DISTRIBUTION



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

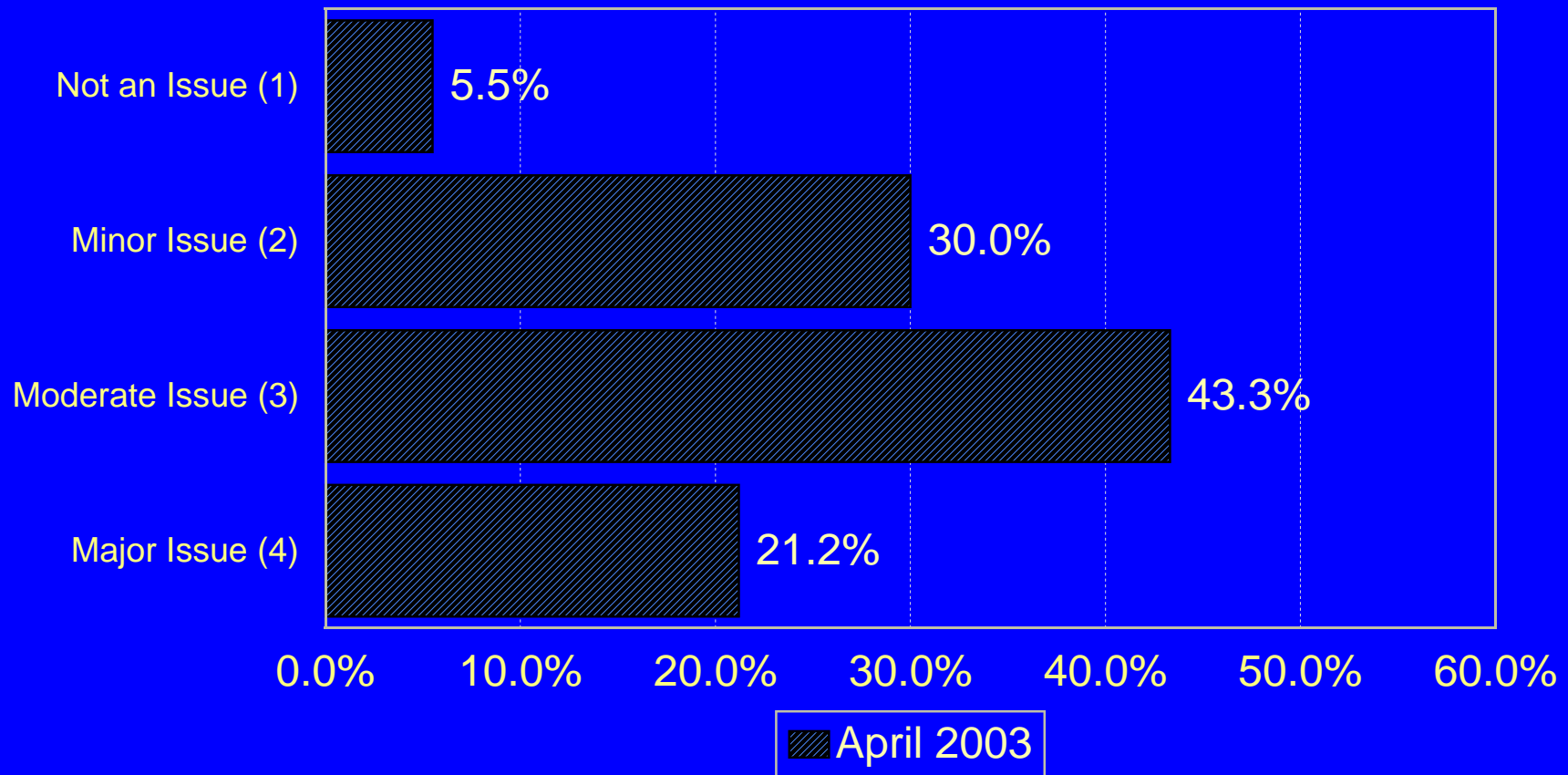
Q1H. EDUCATIONAL ISSUES:IMPORTANCE

How important is the following issue
within the New Haven region today?

LACK OF SAFETY IN SCHOOLS

MEAN=2.80

% DISTRIBUTION



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

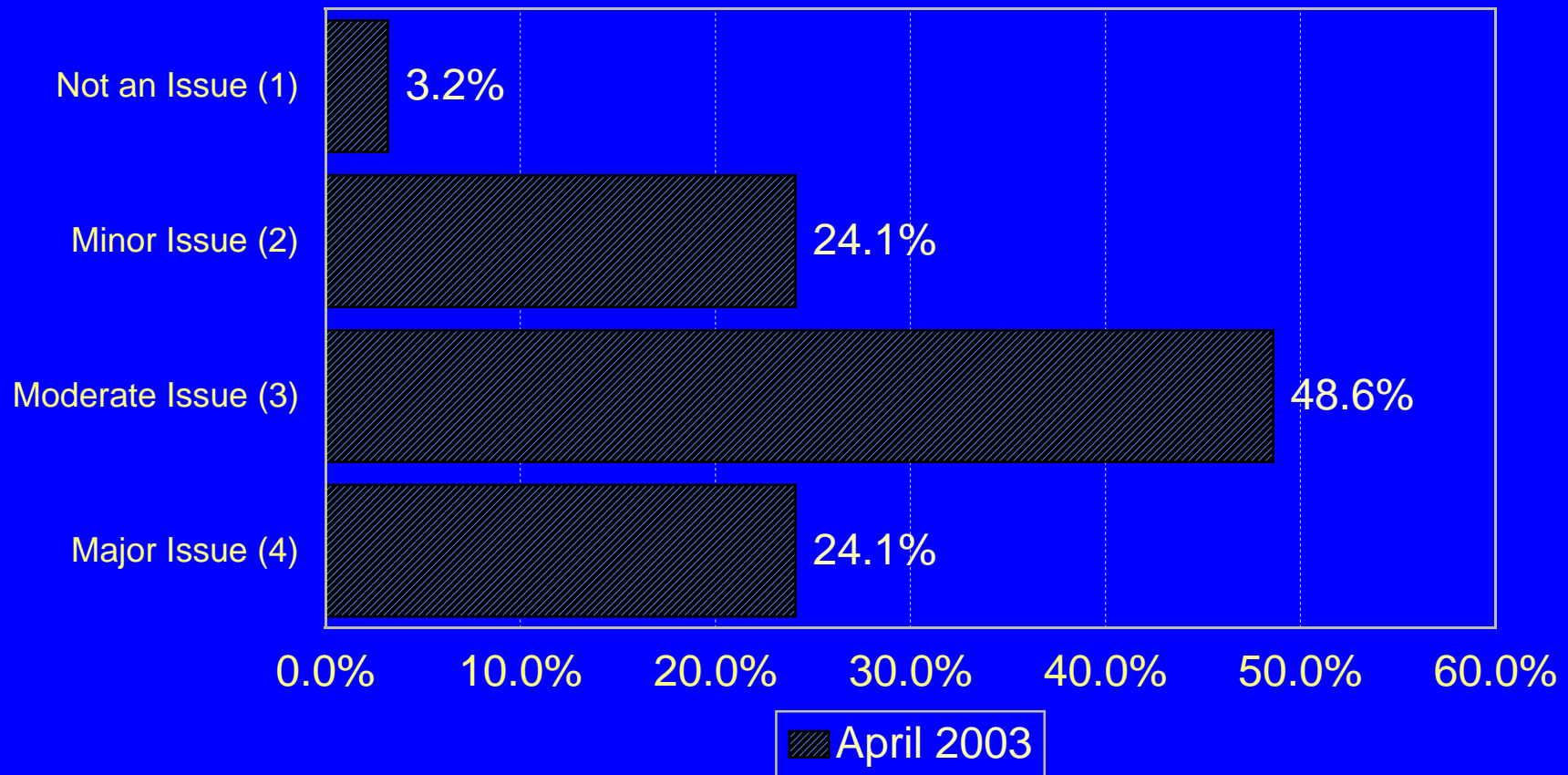
Q1I. EDUCATIONAL ISSUES:IMPORTANCE

How important is the following issue within the New Haven region today?

ADULT ILLITERACY

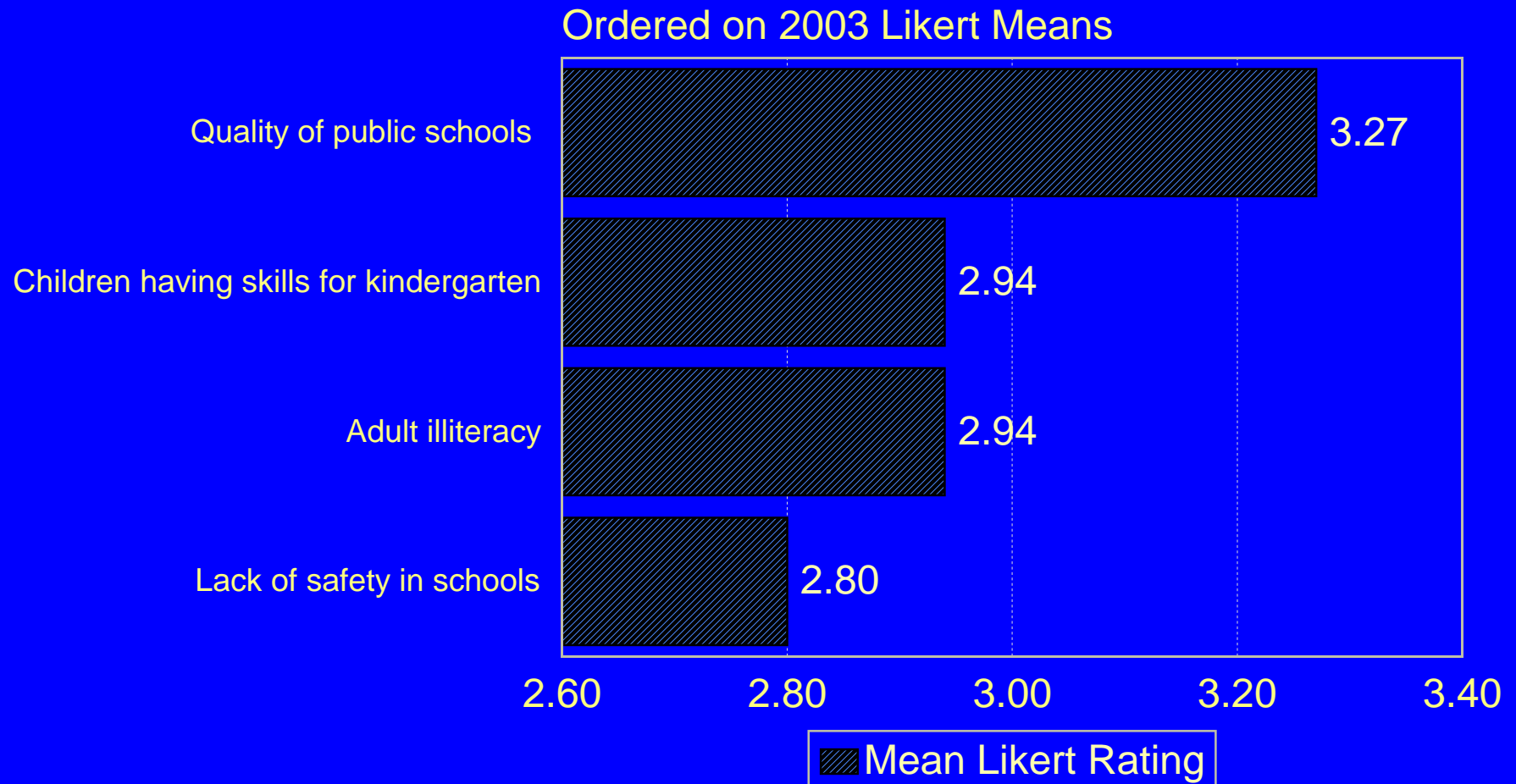
MEAN=2.94

% DISTRIBUTION



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

Q. 1F-I: EDUCATIONAL ISSUES:IMPORTANCE Mean Likert Ratings For Each Issue (1 to 4 Scale)



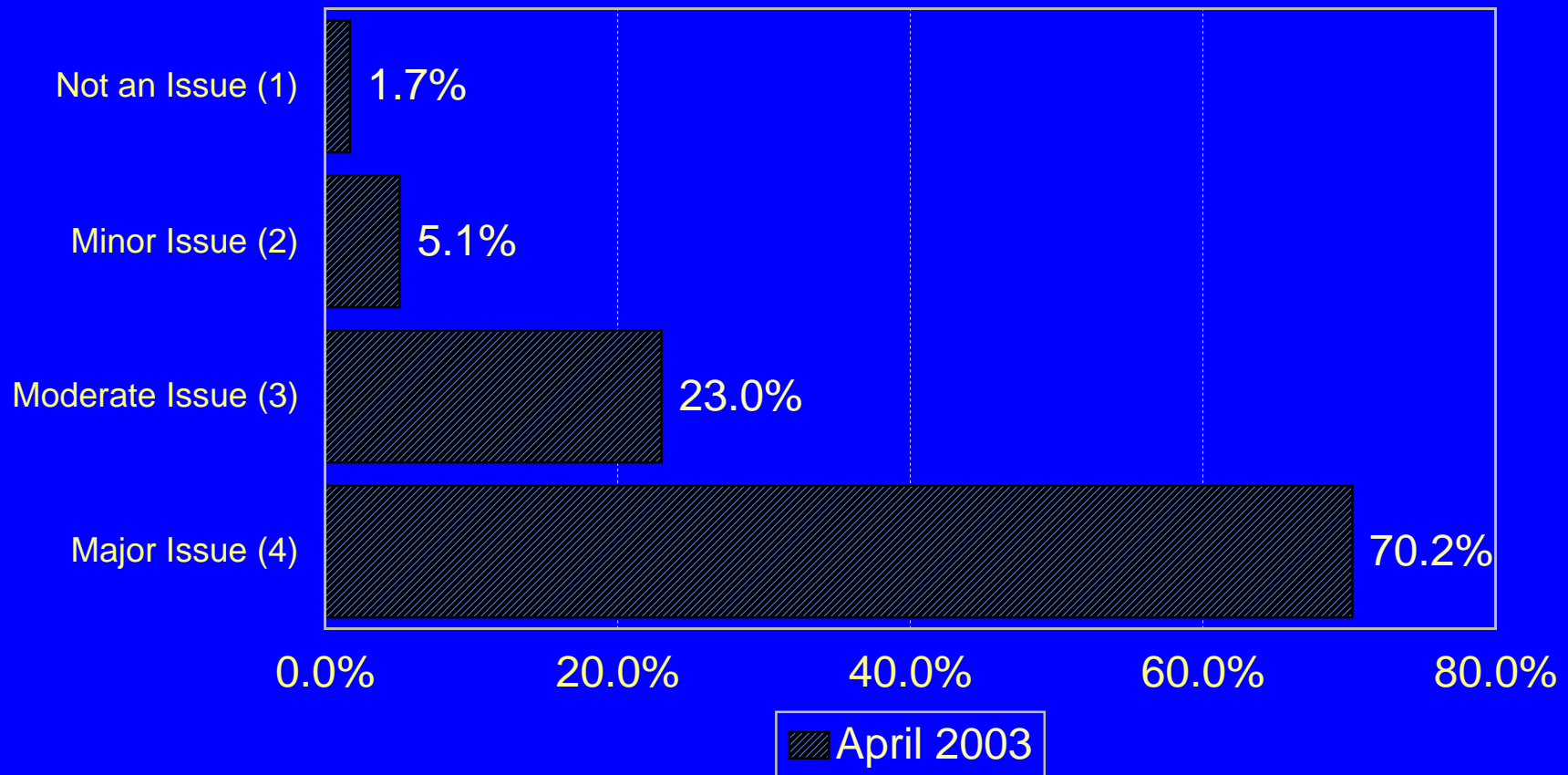
SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

Q1J. HEALTH/ENVIRONMENT ISSUES:IMPORTANCE

How important is the following issue
within the New Haven region today?
LACK OF AFFORDABLE HEALTH CARE

MEAN=3.62

% DISTRIBUTION



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

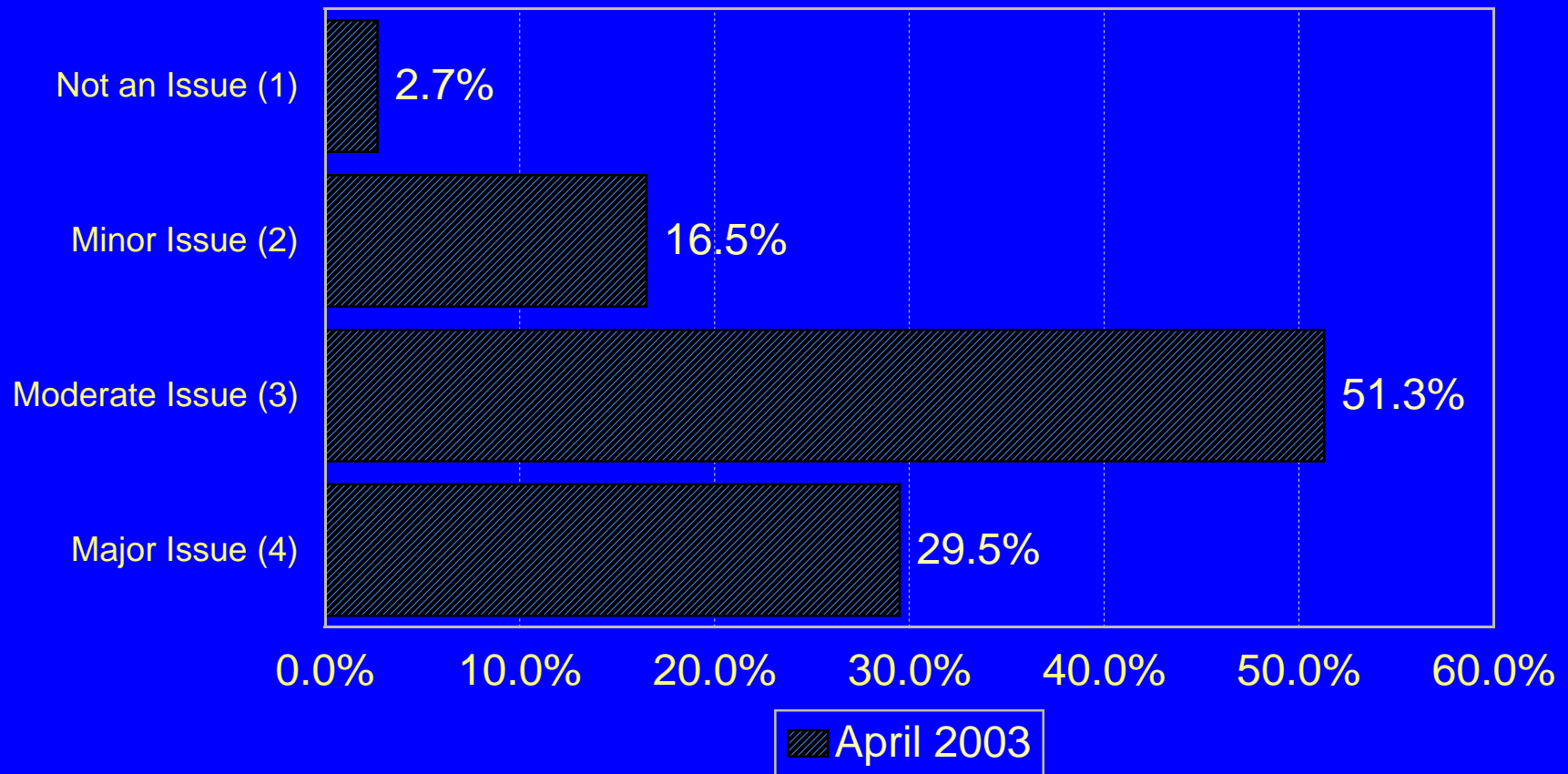
Q1K. HEALTH/ENVIRONMENT ISSUES:IMPORTANCE

How important is the following issue
within the New Haven region today?

MENTAL ILLNESS

MEAN=3.08

% DISTRIBUTION



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

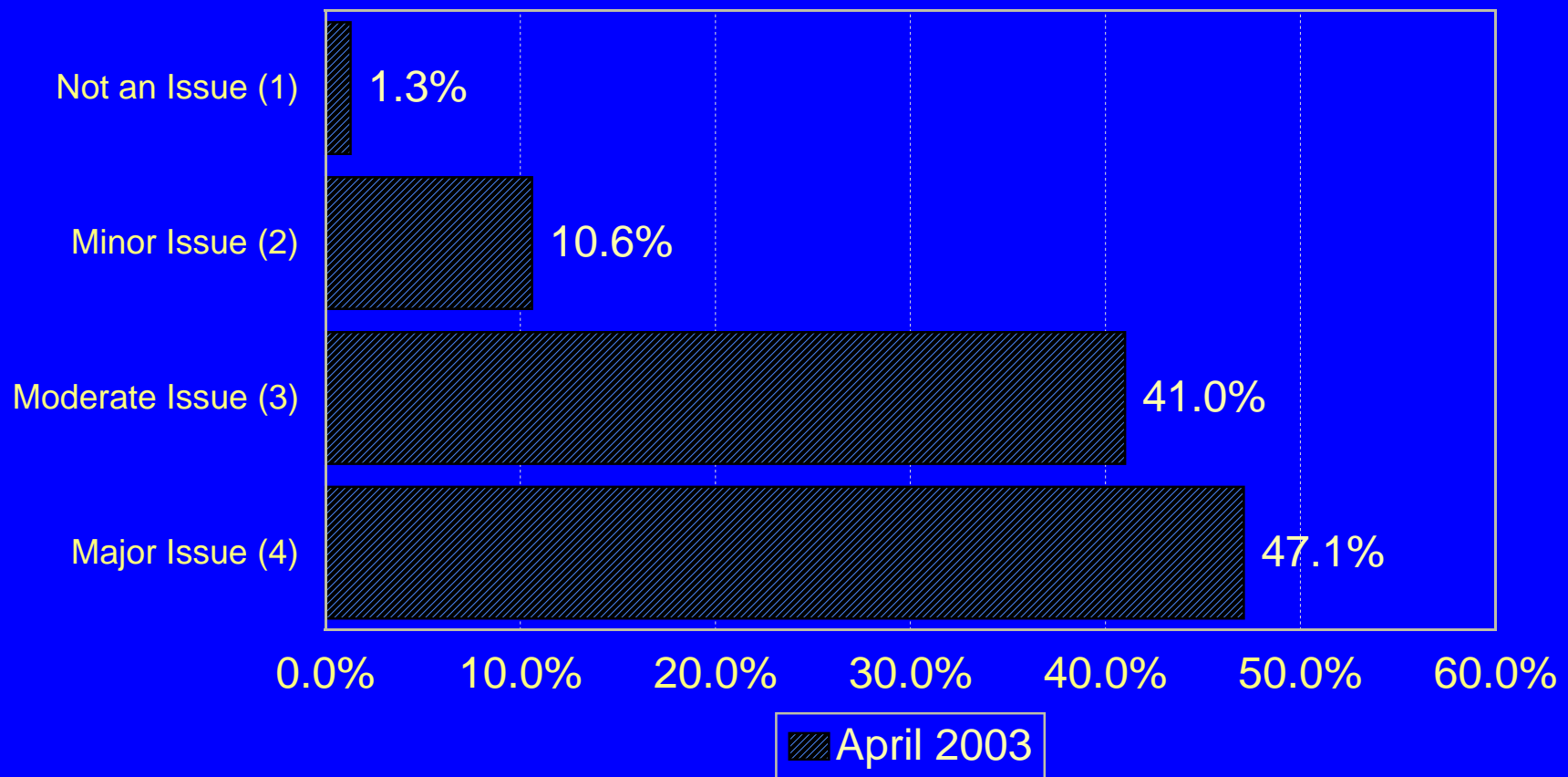
Q1L. HEALTH/ENVIRONMENT ISSUES:IMPORTANCE

How important is the following issue
within the New Haven region today?

ALCOHOL/DRUG ABUSE

MEAN=3.34

% DISTRIBUTION



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

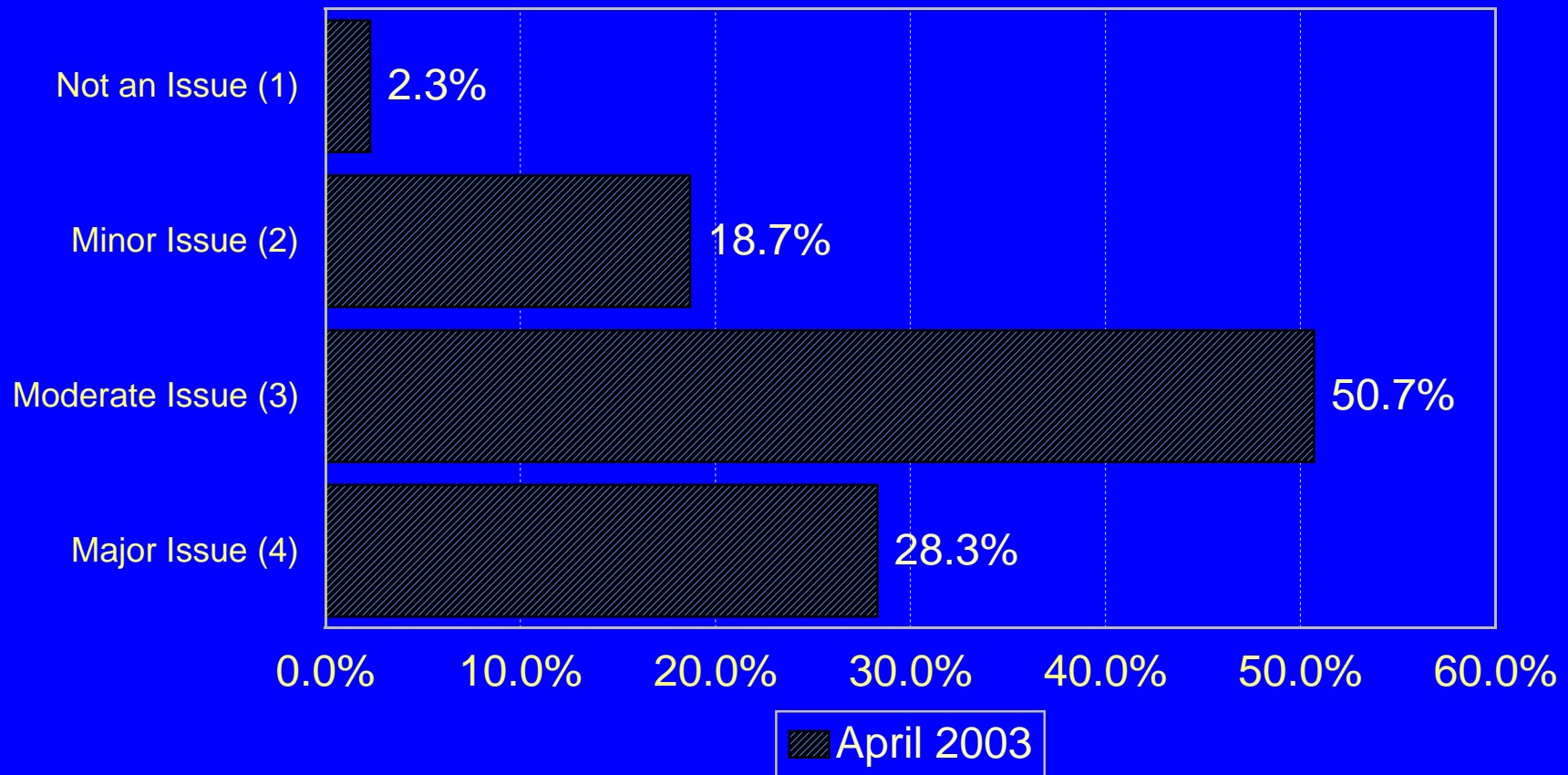
Q1M. HEALTH/ENVIRONMENT ISSUES:IMPORTANCE

How important is the following issue
within the New Haven region today?

HIV & AIDS

MEAN=3.05

% DISTRIBUTION



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

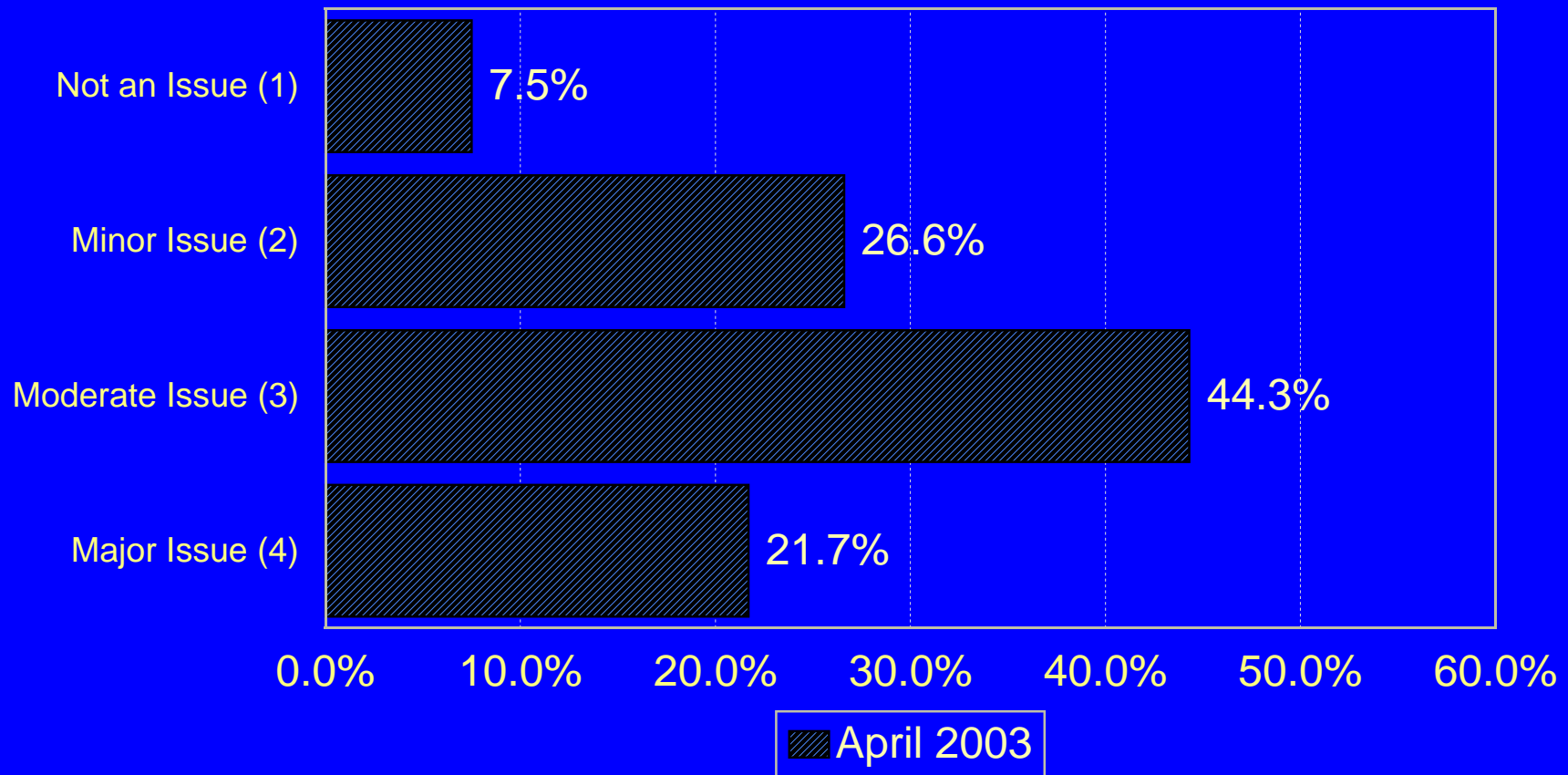
Q1N. HEALTH/ENVIRONMENT ISSUES:IMPORTANCE

How important is the following issue
within the New Haven region today?

WATER/AIR POLLUTION

MEAN=2.80

% DISTRIBUTION

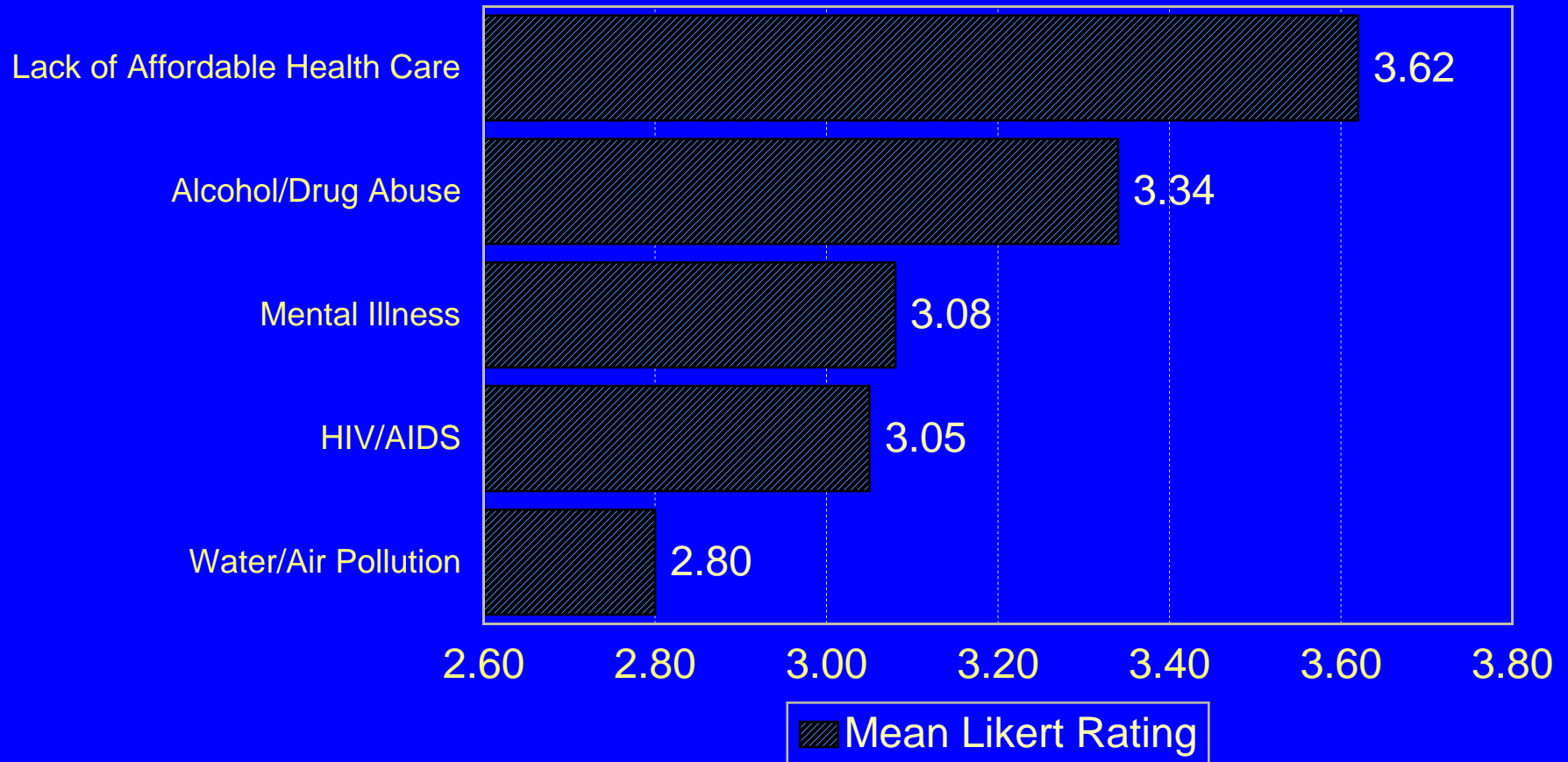


SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

Q. 1J-N: HEALTH/ENVIRONMENT ISSUES:IMPORTANCE

Mean Likert Ratings For Each Issue (1 to 4 Scale)

Ordered on 2003 Likert Means



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

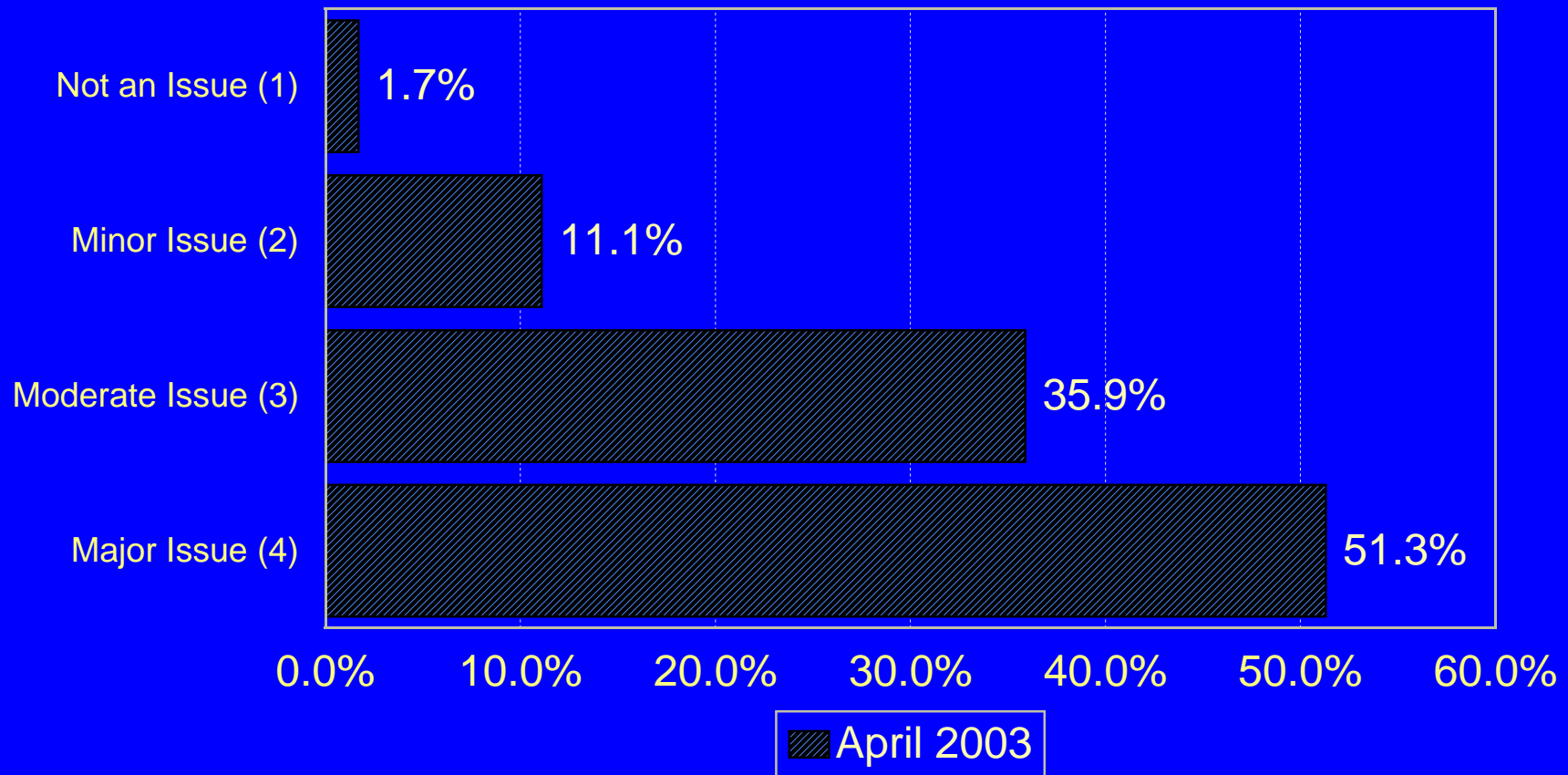
Q10. HOUSING ISSUES:IMPORTANCE

How important is the following issue
within the New Haven region today?

LACK OF AFFORDABLE HOUSING

MEAN=3.37

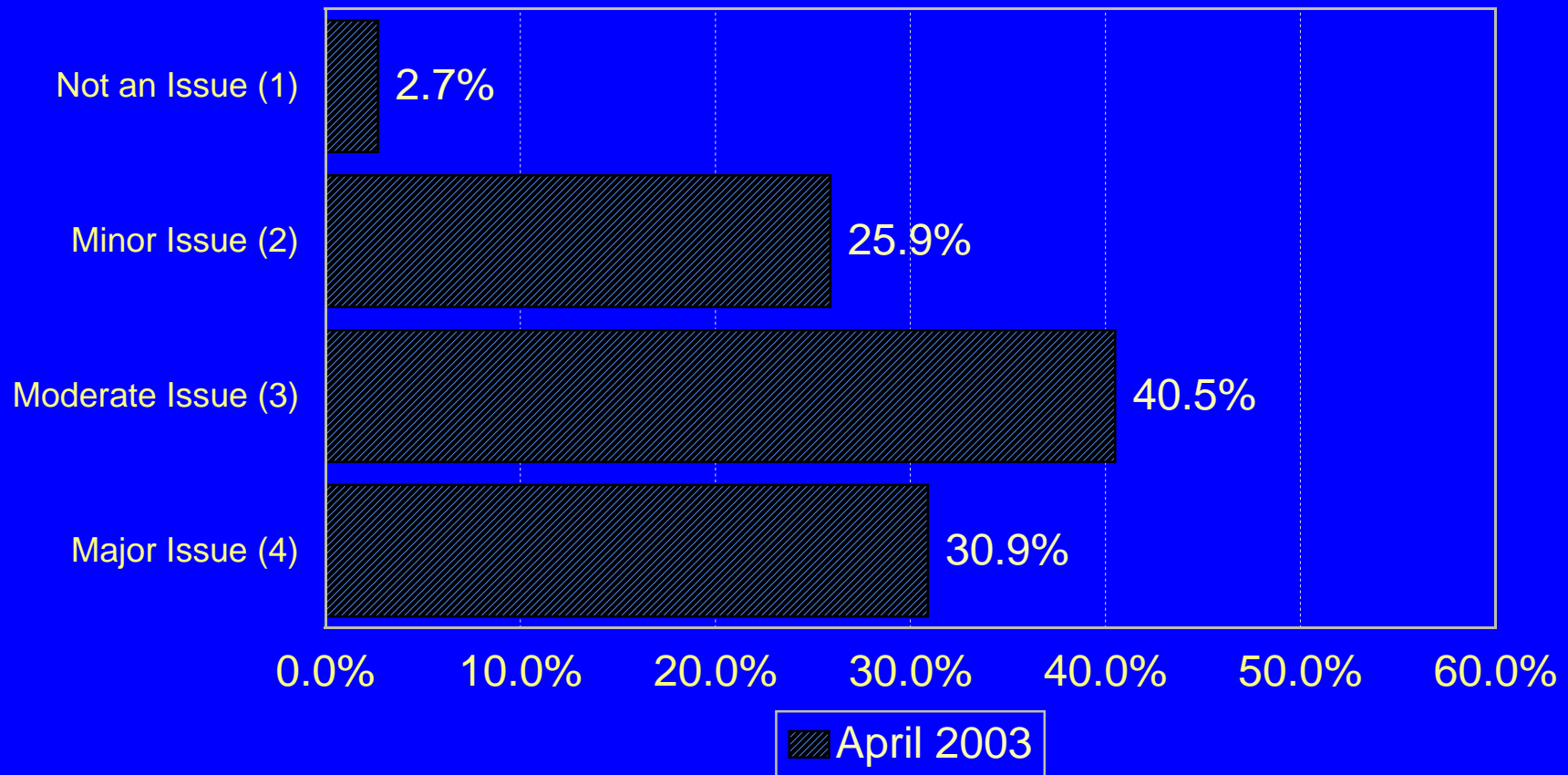
% DISTRIBUTION



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

Q1P. HOUSING ISSUES:IMPORTANCE
How important is the following issue
within the New Haven region today?
LACK OF SPECIAL-NEEDS HOUSING
MEAN=3.00

% DISTRIBUTION



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

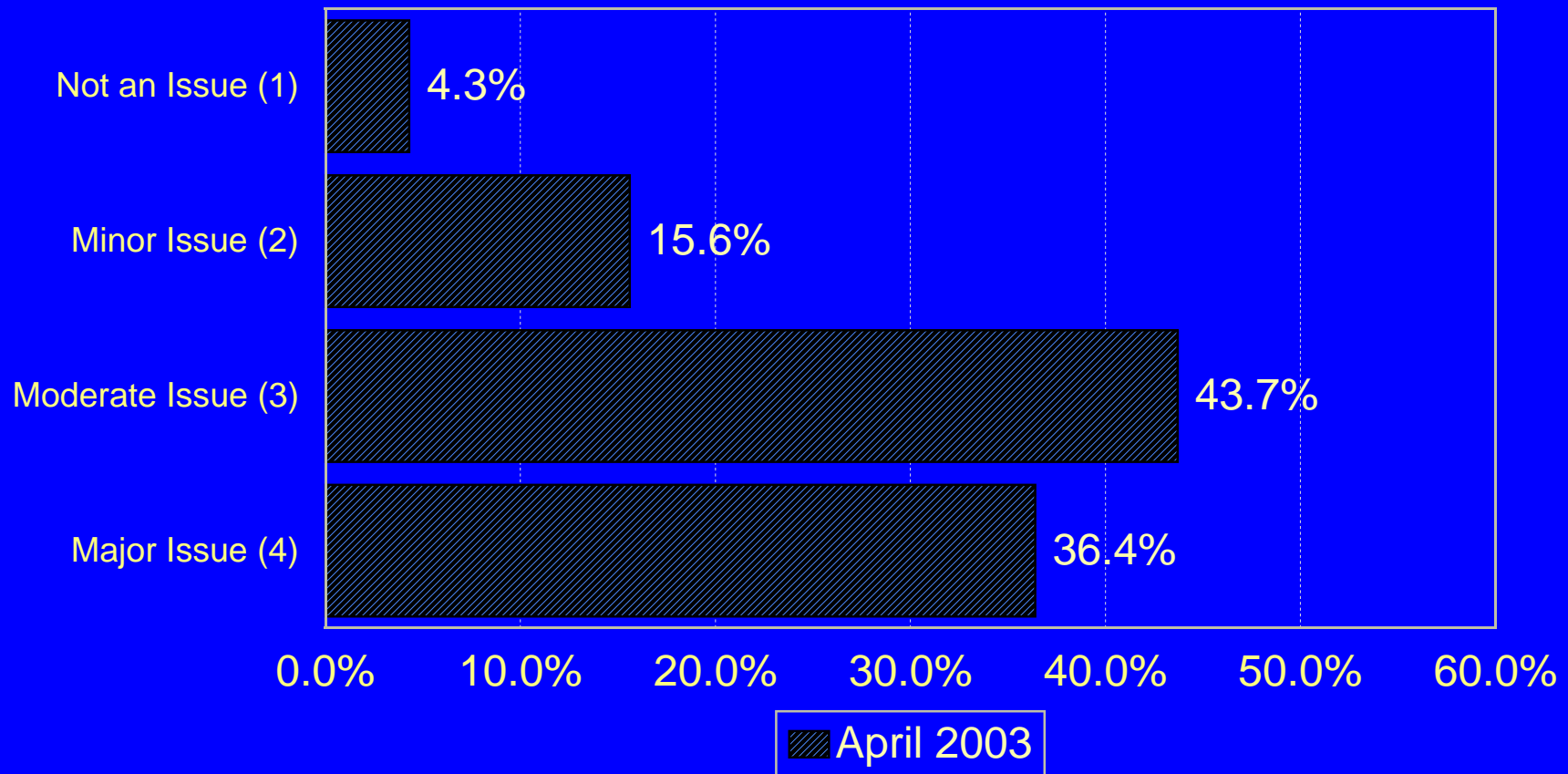
Q1Q. HOUSING ISSUES:IMPORTANCE

How important is the following issue within the New Haven region today?

HOMELESSNESS

MEAN=3.12

% DISTRIBUTION

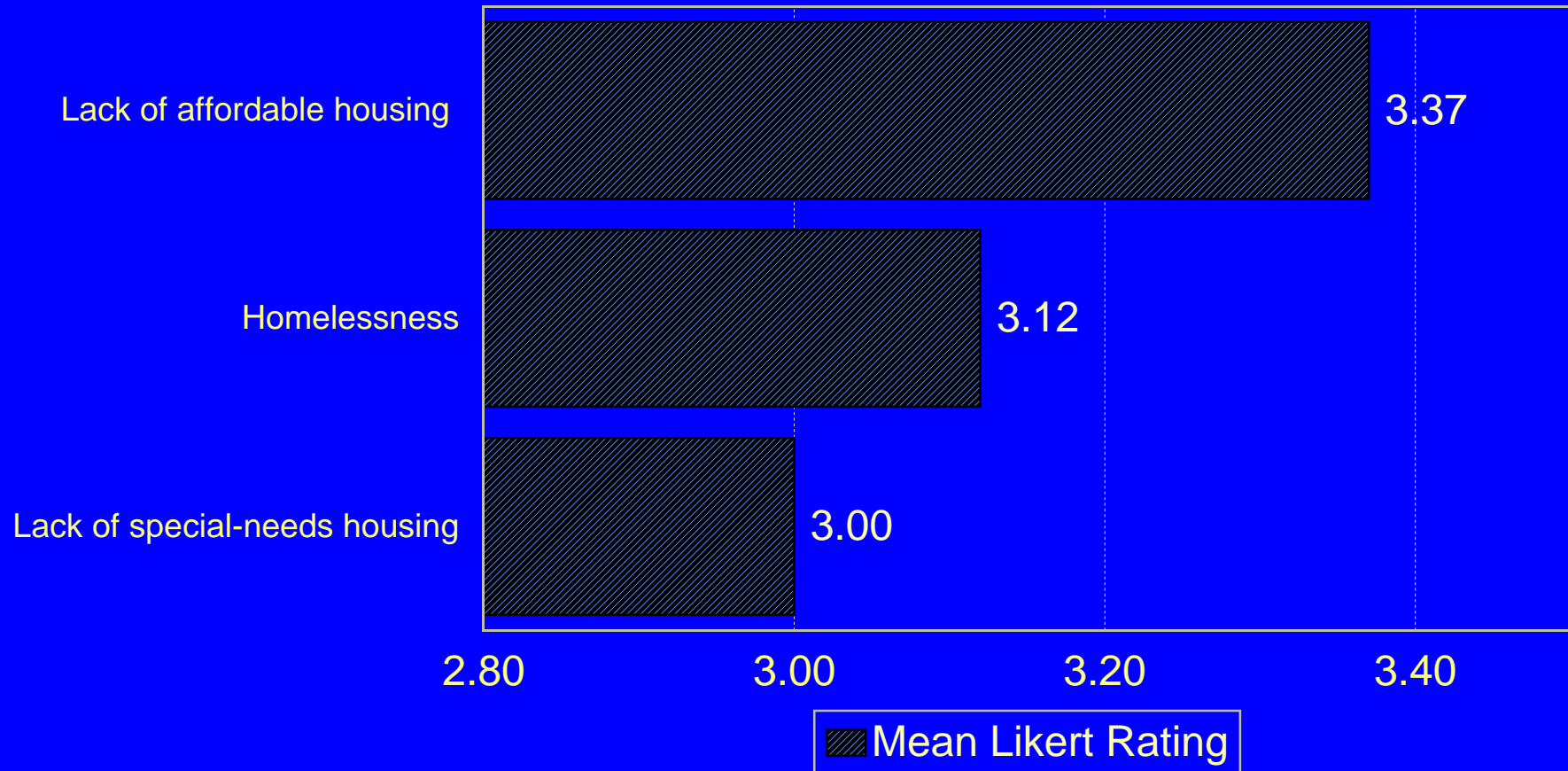


SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

Q. 10-Q: HOUSING ISSUES:IMPORTANCE

Mean Likert Ratings For Each Issue (1 to 4 Scale)

Ordered on 2003 Likert Means



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

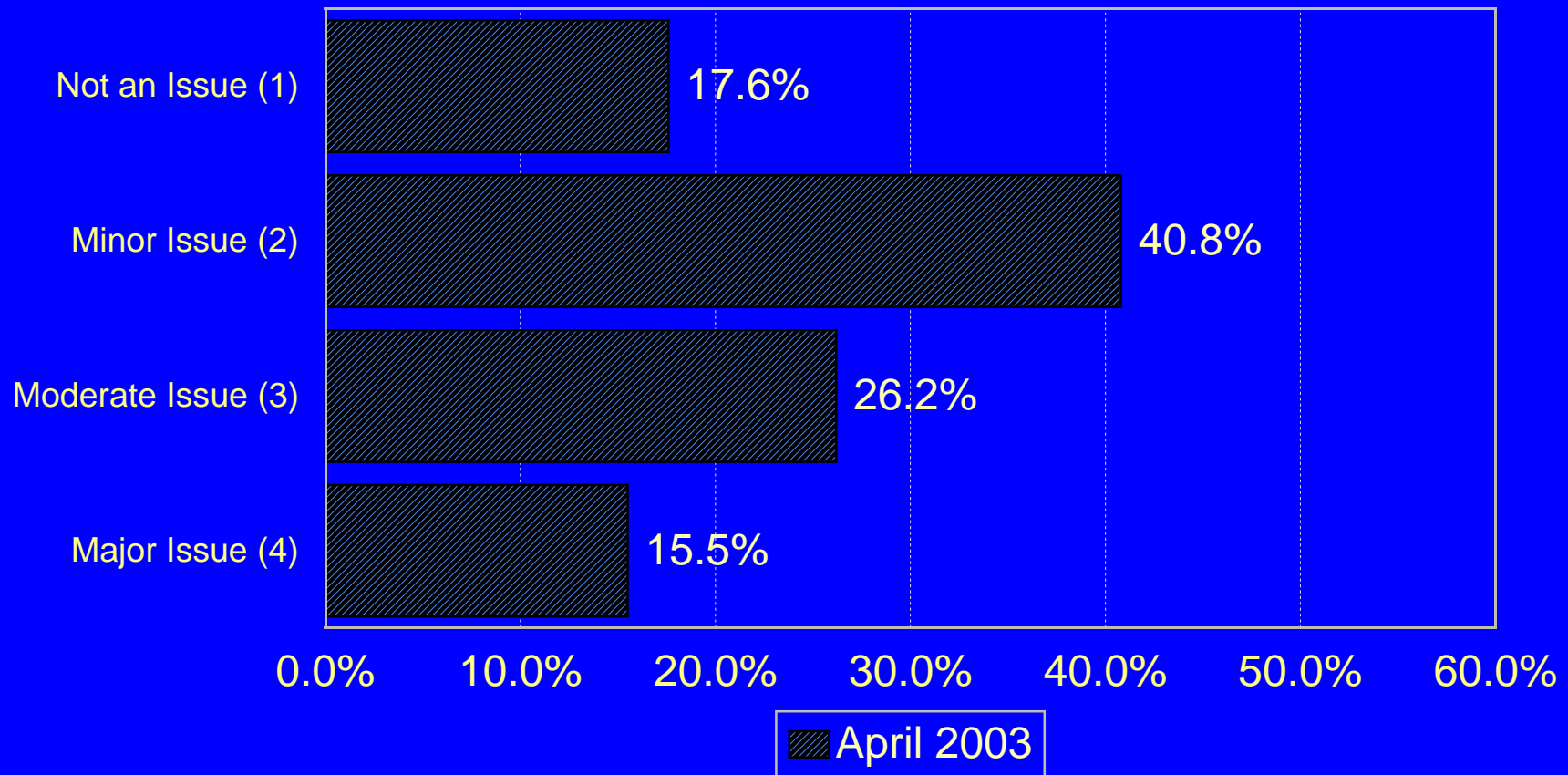
Q1R. LEISURE ACTIVITY ISSUES:IMPORTANCE

How important is the following issue
within the New Haven region today?

SHORTAGE OF RECREATIONAL FACILITIES

MEAN=2.39

% DISTRIBUTION



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

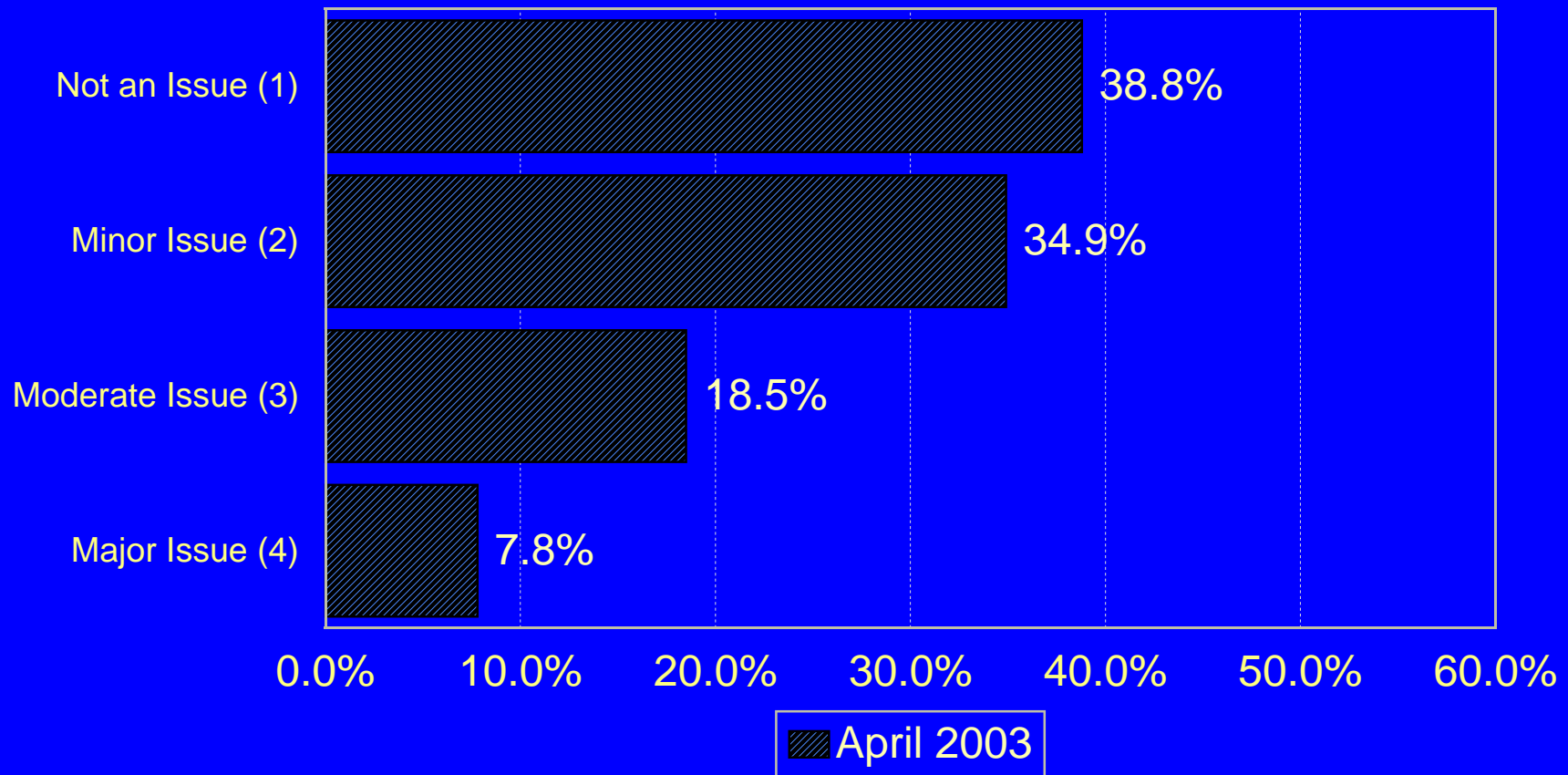
Q1S. LEISURE ACTIVITY ISSUES:IMPORTANCE

How important is the following issue
within the New Haven region today?

LACK OF CULTURAL ACTIVITIES

MEAN=1.95

% DISTRIBUTION

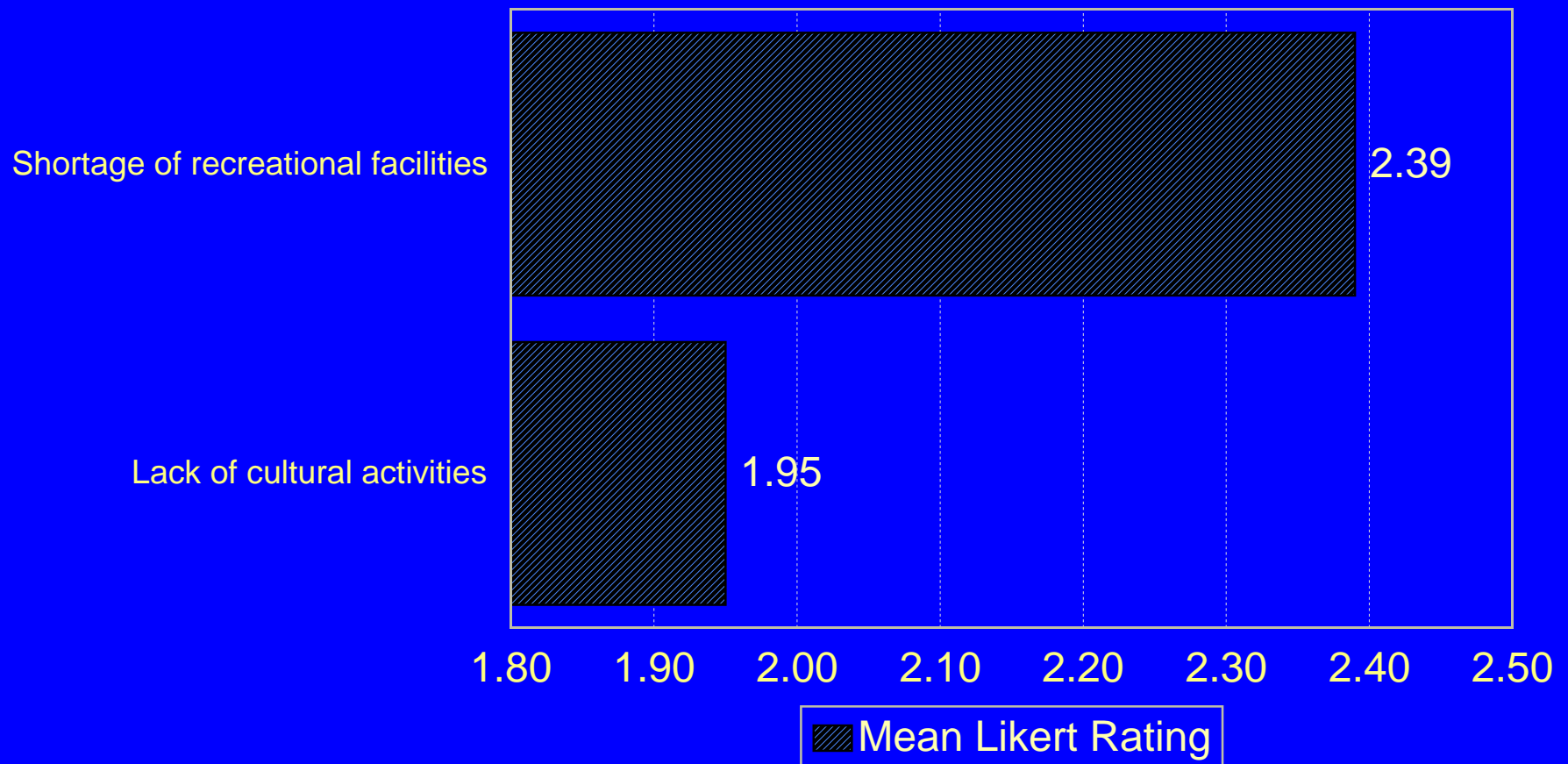


SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

Q1. R-S:LEISURE ACTIVITY ISSUES:IMPORTANCE

Mean Likert Ratings For Each Issue (1 to 4 Scale)

Ordered on 2003 Likert Means



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

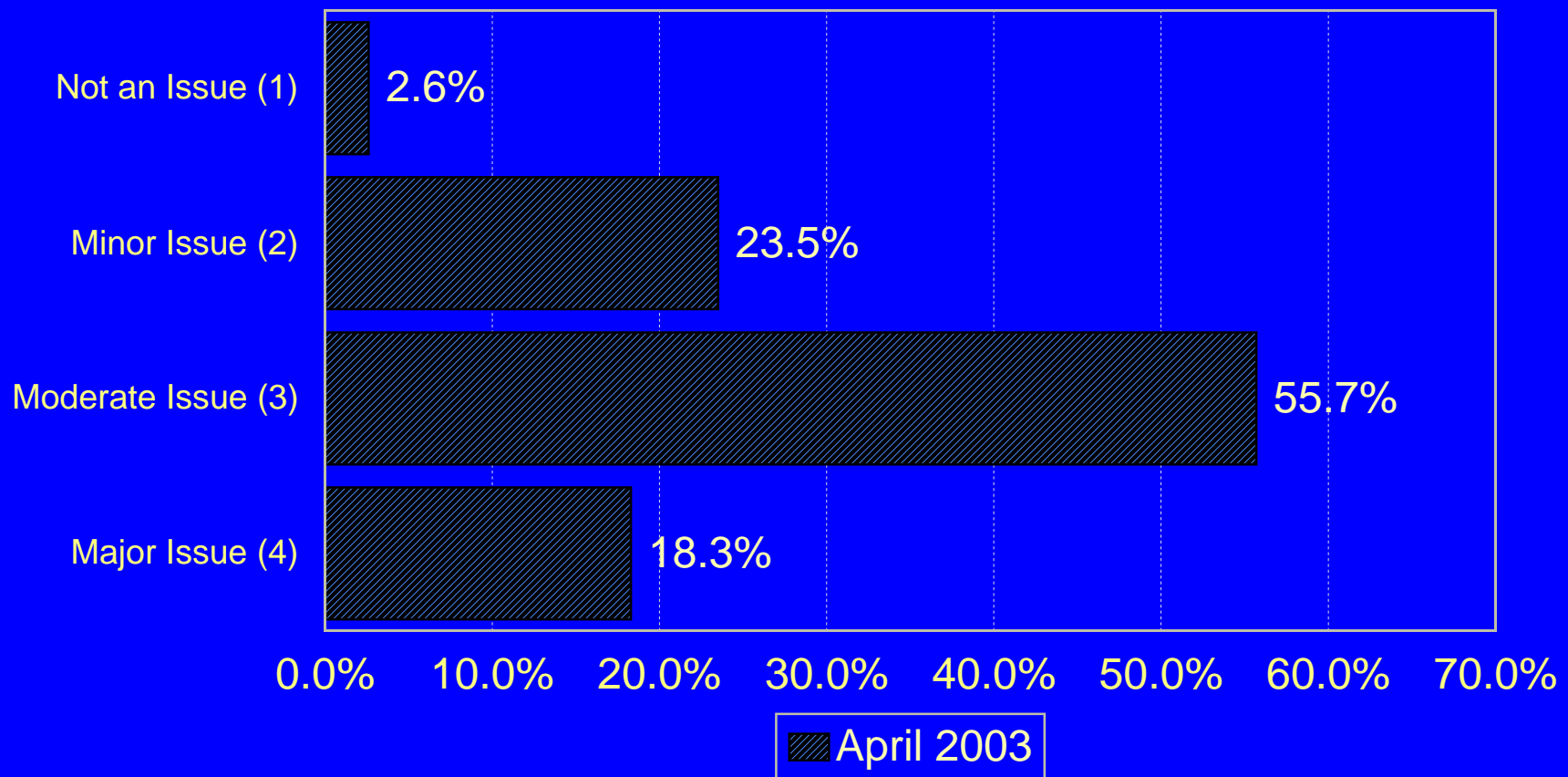
Q1T. SAFETY ISSUES:IMPORTANCE

How important is the following issue within the New Haven region today?

CRIME

MEAN=2.90

% DISTRIBUTION



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

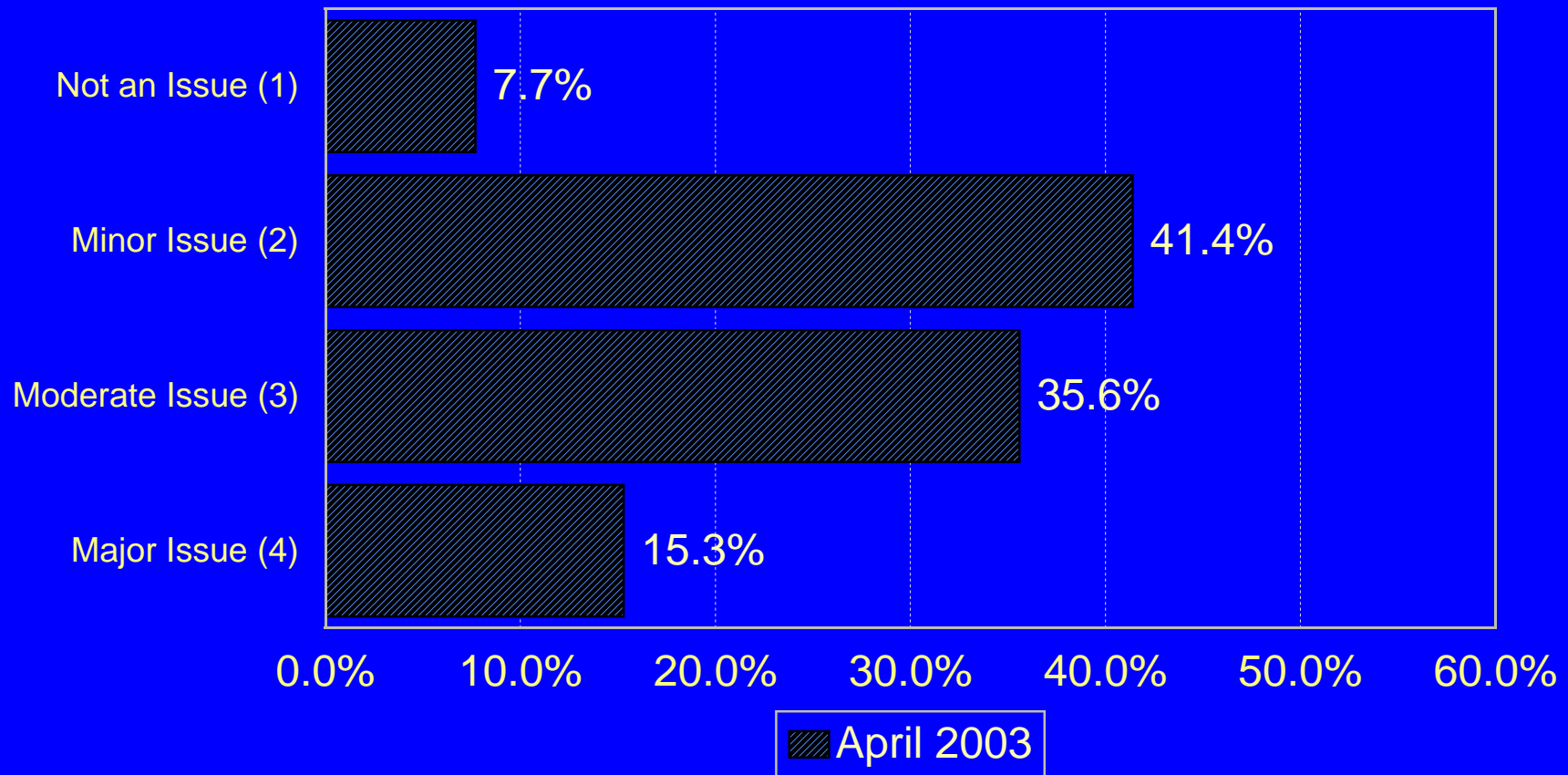
QIU. SAFETY ISSUES:IMPORTANCE

How important is the following issue within the New Haven region today?

GANGS

MEAN=2.59

% DISTRIBUTION

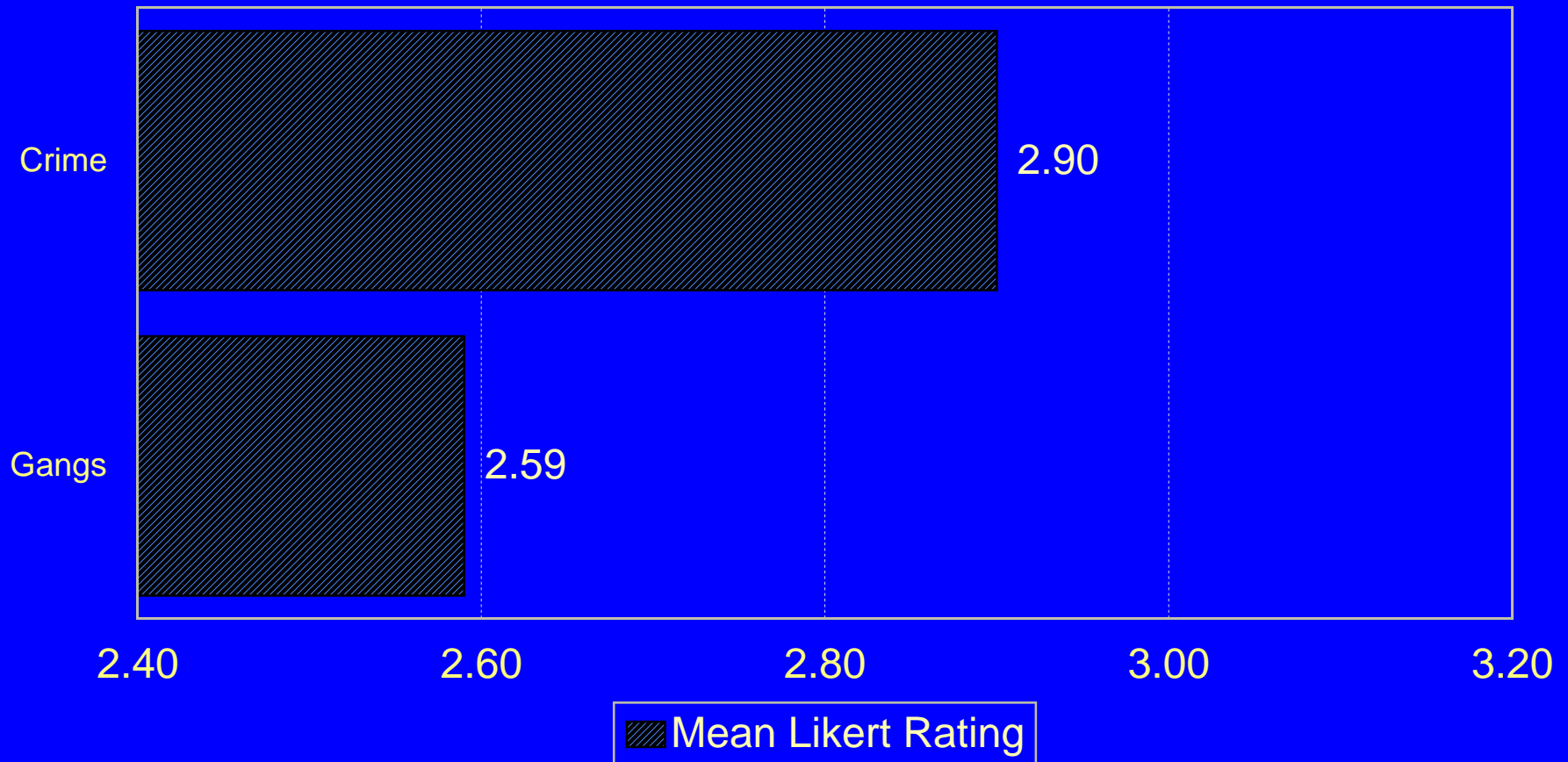


SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

Q. 1T-U:SAFETY ACTIVITY ISSUES:IMPORTANCE

Mean Likert Ratings For Each Issue (1 to 4 Scale)

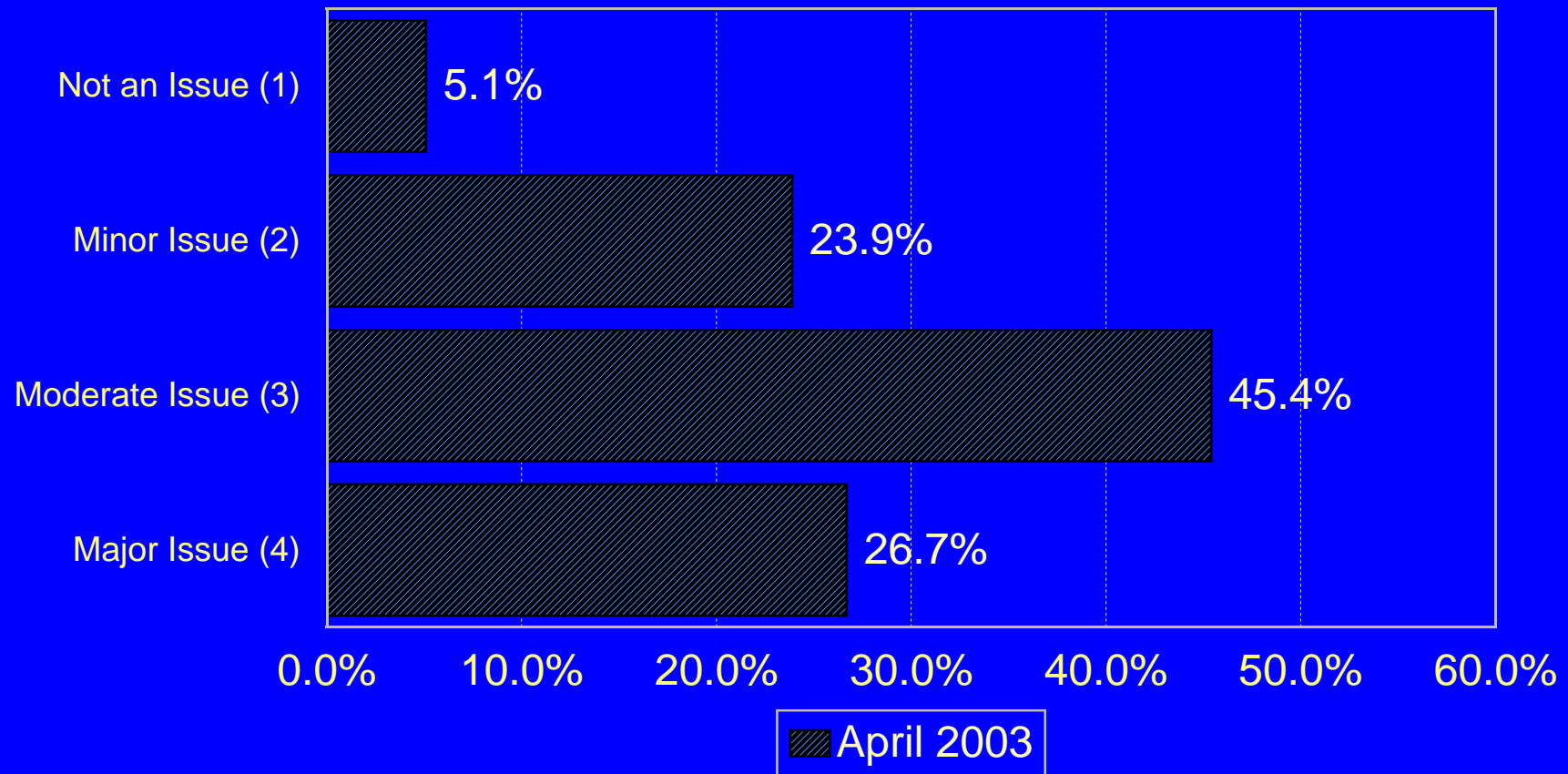
Ordered on 2003 Likert Means



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

Q1V. SOCIAL ISSUES:IMPORTANCE
How important is the following issue
within the New Haven region today?
LACK OF AFTER SCHOOL PROGRAMS
MEAN=2.92

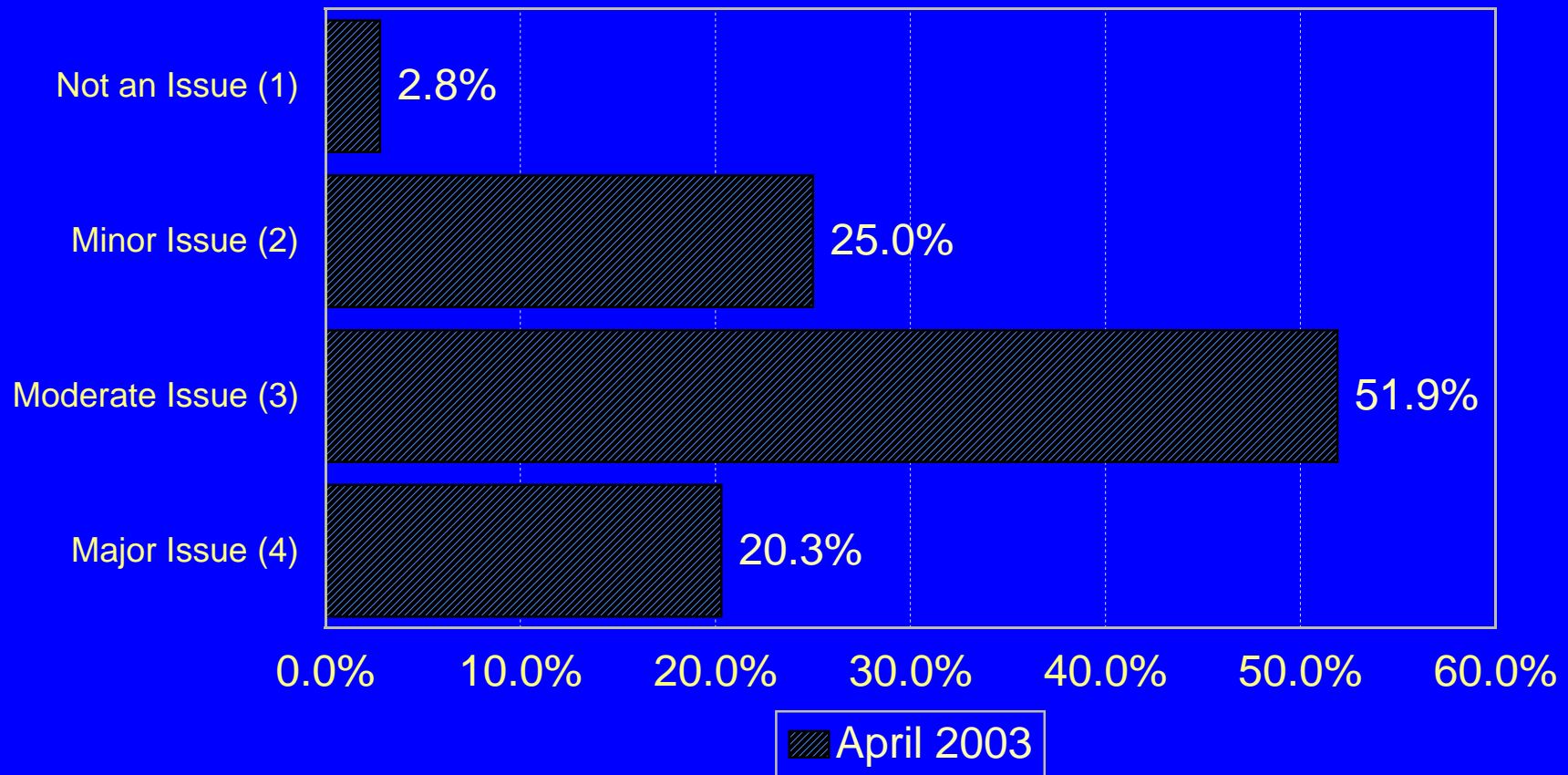
% DISTRIBUTION



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

Q1W. SOCIAL ISSUES:IMPORTANCE
How important is the following issue
within the New Haven region today?
TEEN PREGNANCY
MEAN=2.90

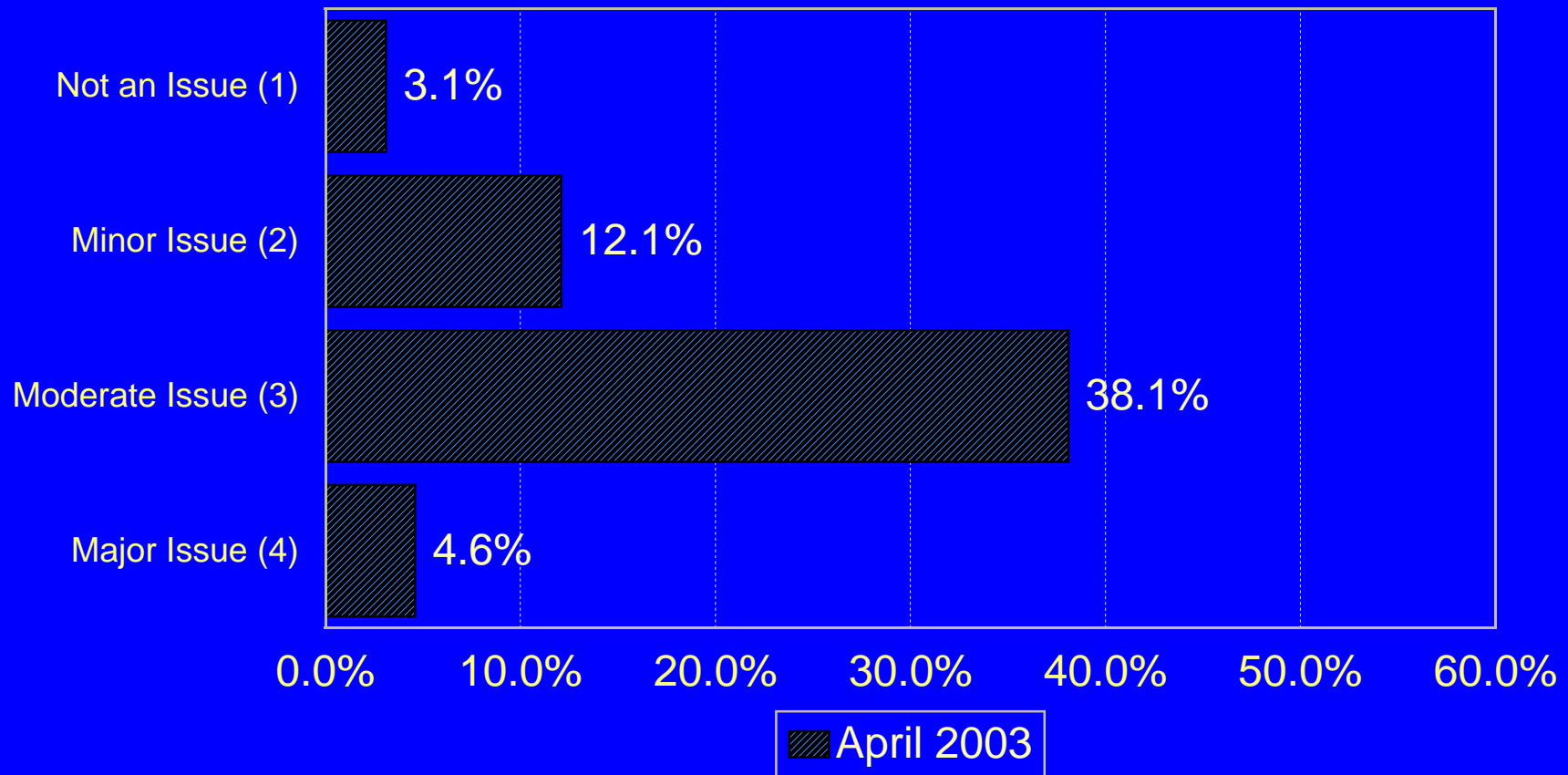
% DISTRIBUTION



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

Q1X. SOCIAL ISSUES:IMPORTANCE
How important is the following issue
within the New Haven region today?
LACK OF AFFORDABLE CHILD CARE
MEAN=3.28

% DISTRIBUTION



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

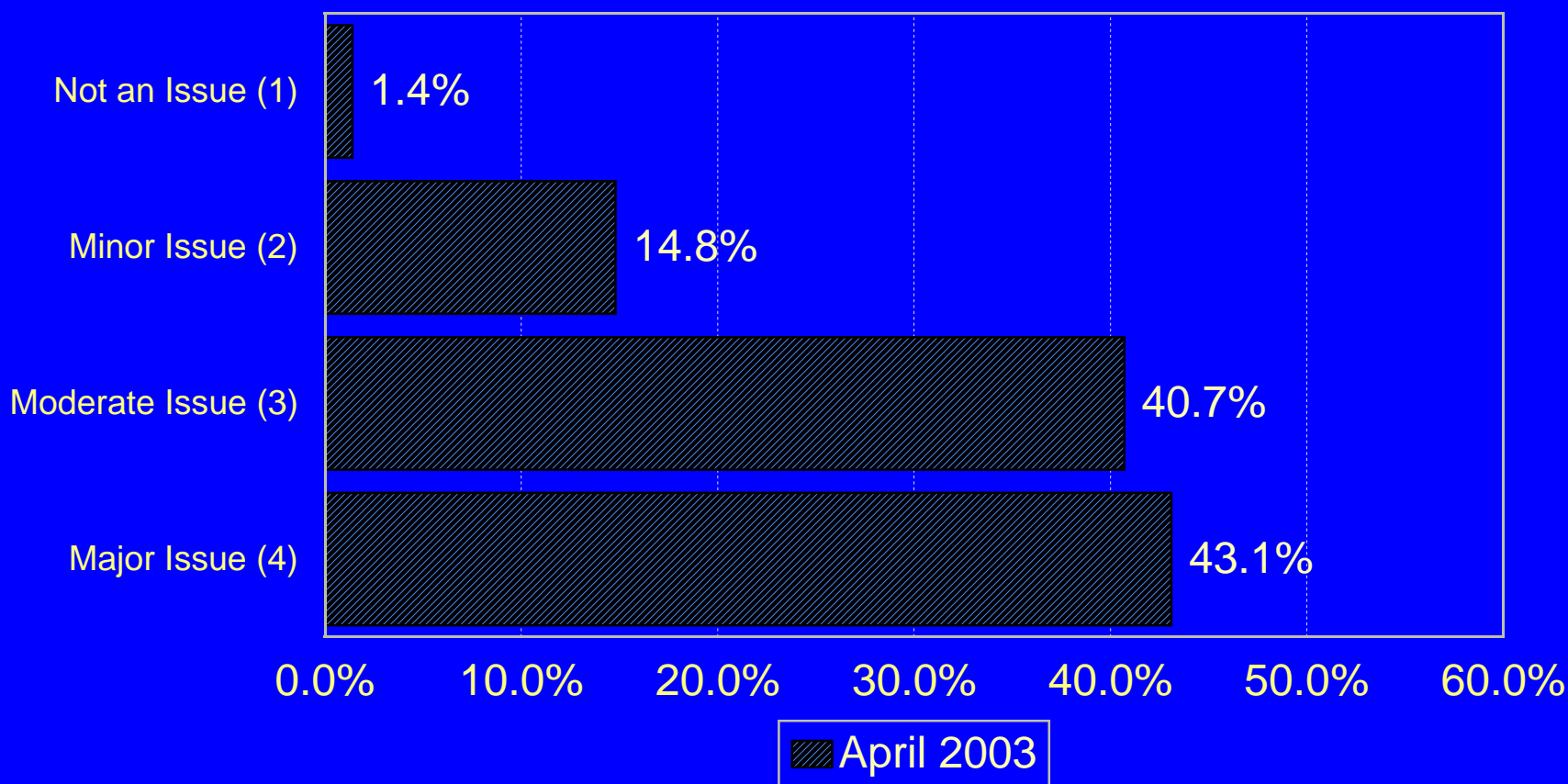
Q1Y. SOCIAL ISSUES:IMPORTANCE

How important is the following issue within the New Haven region today?

LACK OF GUIDANCE/SUPPORT FOR CHILDREN/YOUTHS

MEAN=3.25

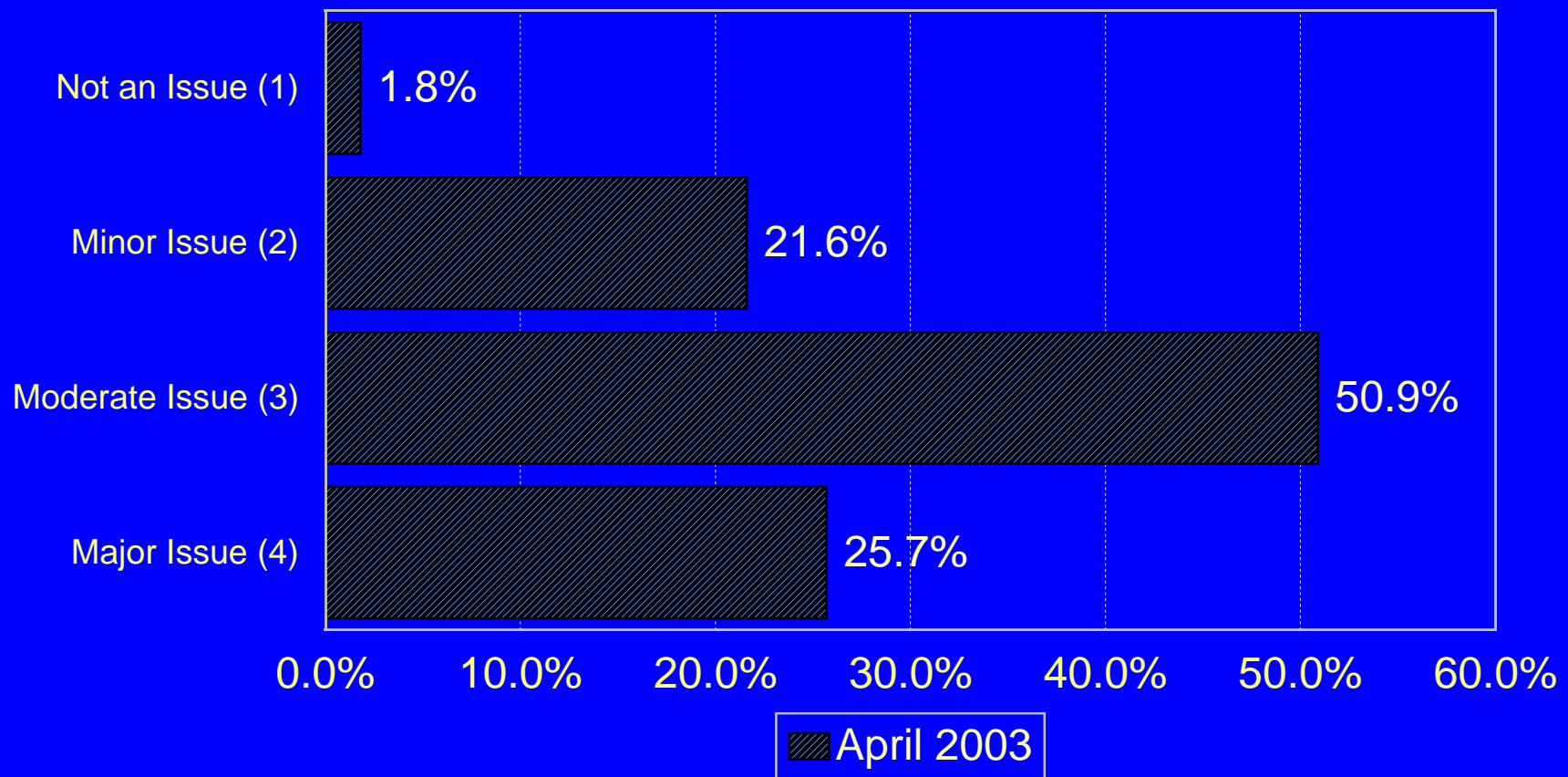
% DISTRIBUTION



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

Q1Z. SOCIAL ISSUES:IMPORTANCE
How important is the following issue
within the New Haven region today?
FAMILY VIOLENCE
MEAN=3.00

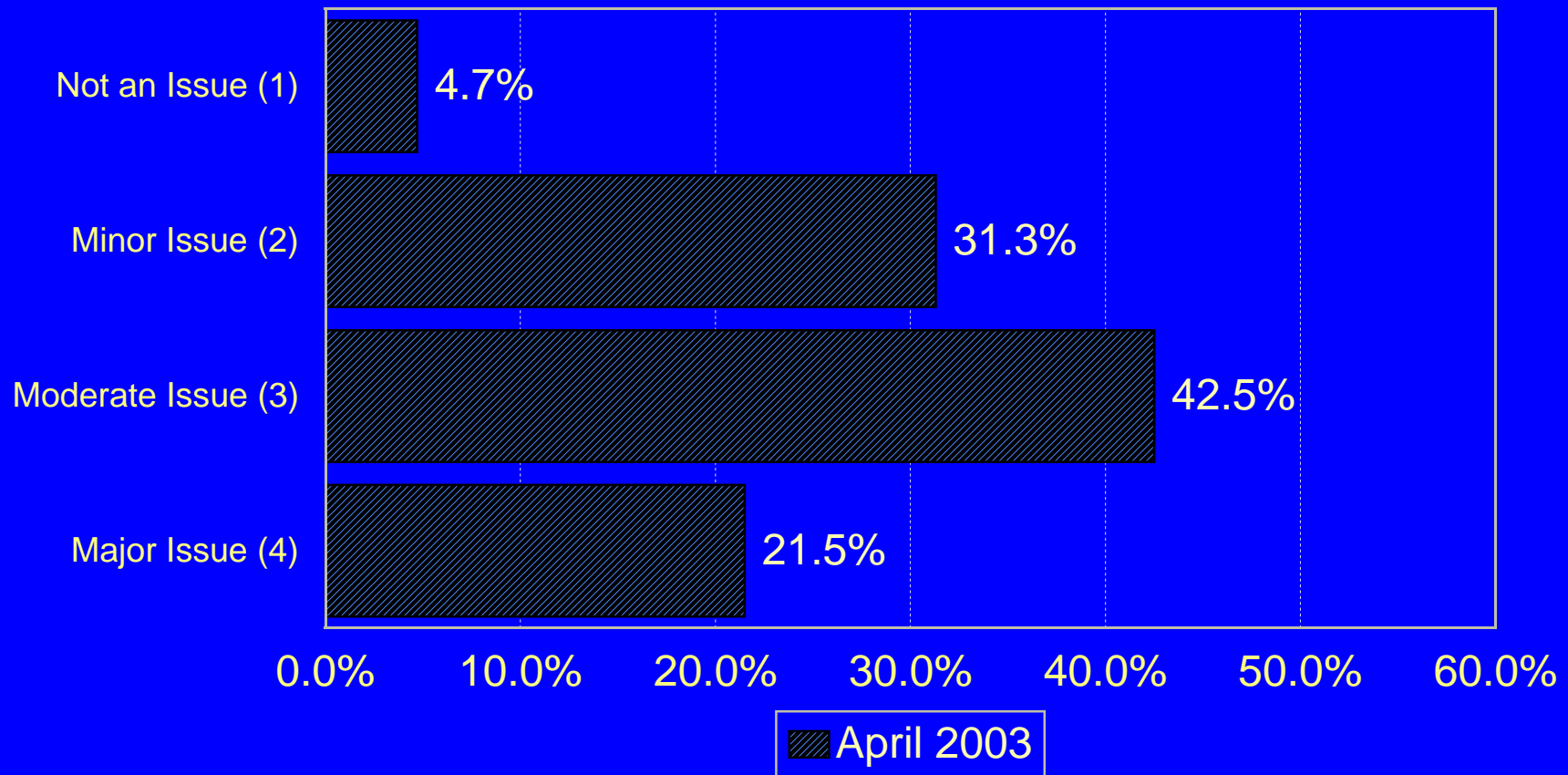
% DISTRIBUTION



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

Q1AA. SOCIAL ISSUES:IMPORTANCE
How important is the following issue
within the New Haven region today?
SERVICES FOR PERSONS WITH DISABILITIES
MEAN=2.81

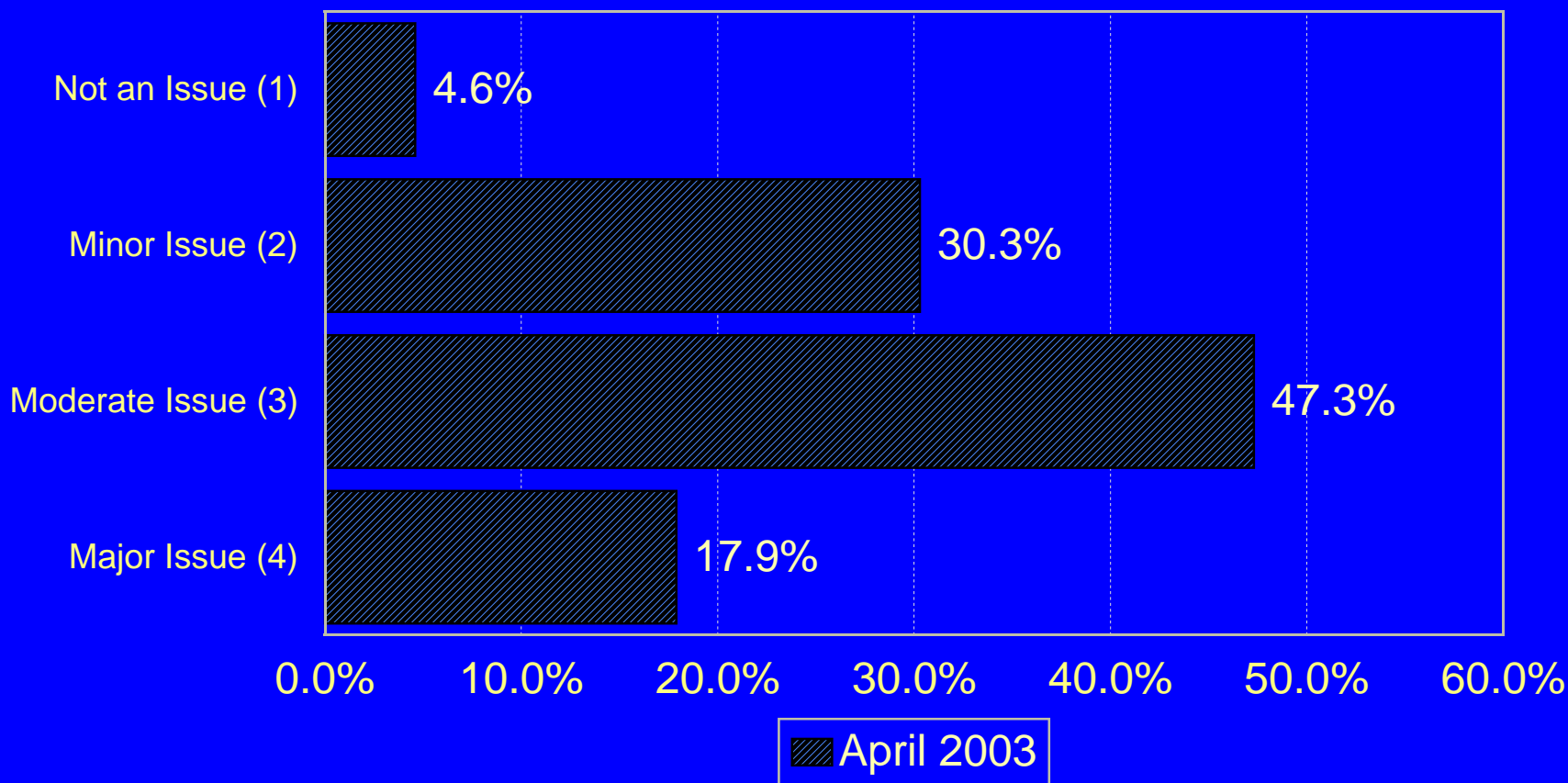
% DISTRIBUTION



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

Q1AB. SOCIAL ISSUES:IMPORTANCE
How important is the following issue
within the New Haven region today?
SERVICES FOR ELDER
MEAN=2.78

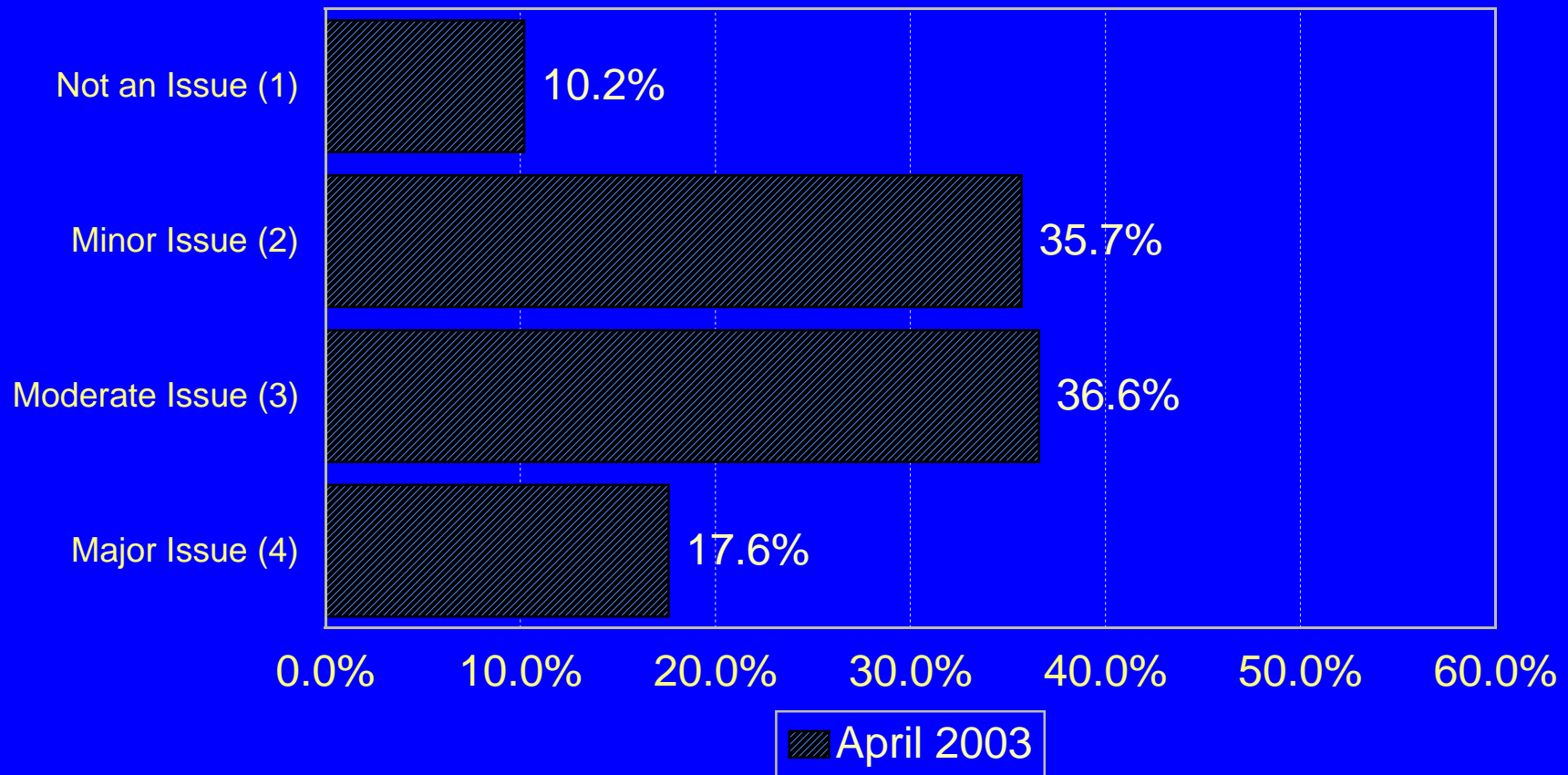
% DISTRIBUTION



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

Q1AC. SOCIAL ISSUES:IMPORTANCE
How important is the following issue
within the New Haven region today?
RACIAL/ETHNIC/RELIGIOUS DISCRIMINATION
MEAN=2.62

% DISTRIBUTION



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

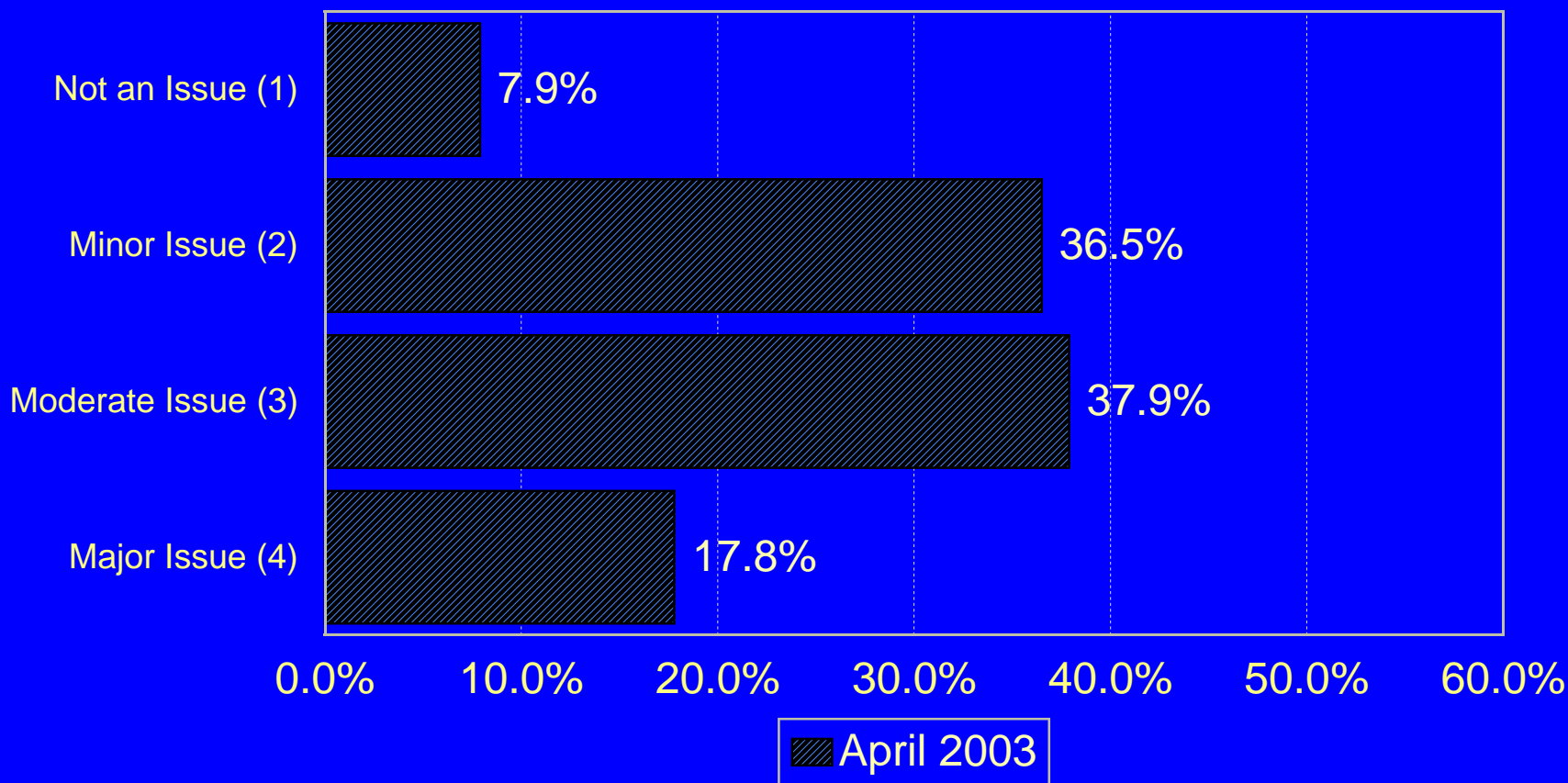
Q1AD. SOCIAL ISSUES:IMPORTANCE

How important is the following issue
within the New Haven region today?

TENSIONS BETWEEN DIFFERENT ETHNIC/RACE GROUPS

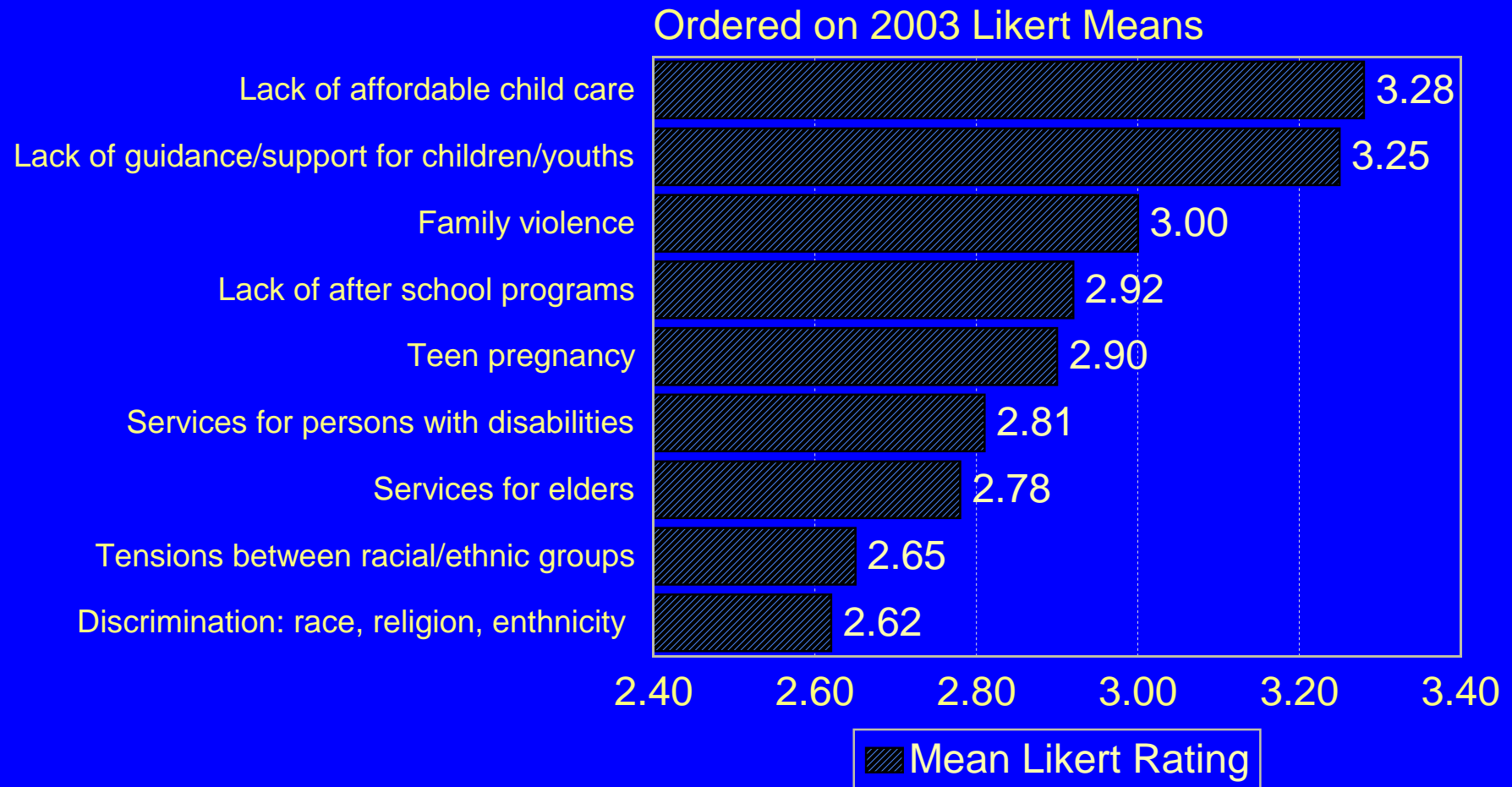
MEAN=2.65

% DISTRIBUTION



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

Q. 1V-AD: SOCIAL ISSUES:IMPORTANCE Mean Likert Ratings For Each Issue (1 to 4 Scale)



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

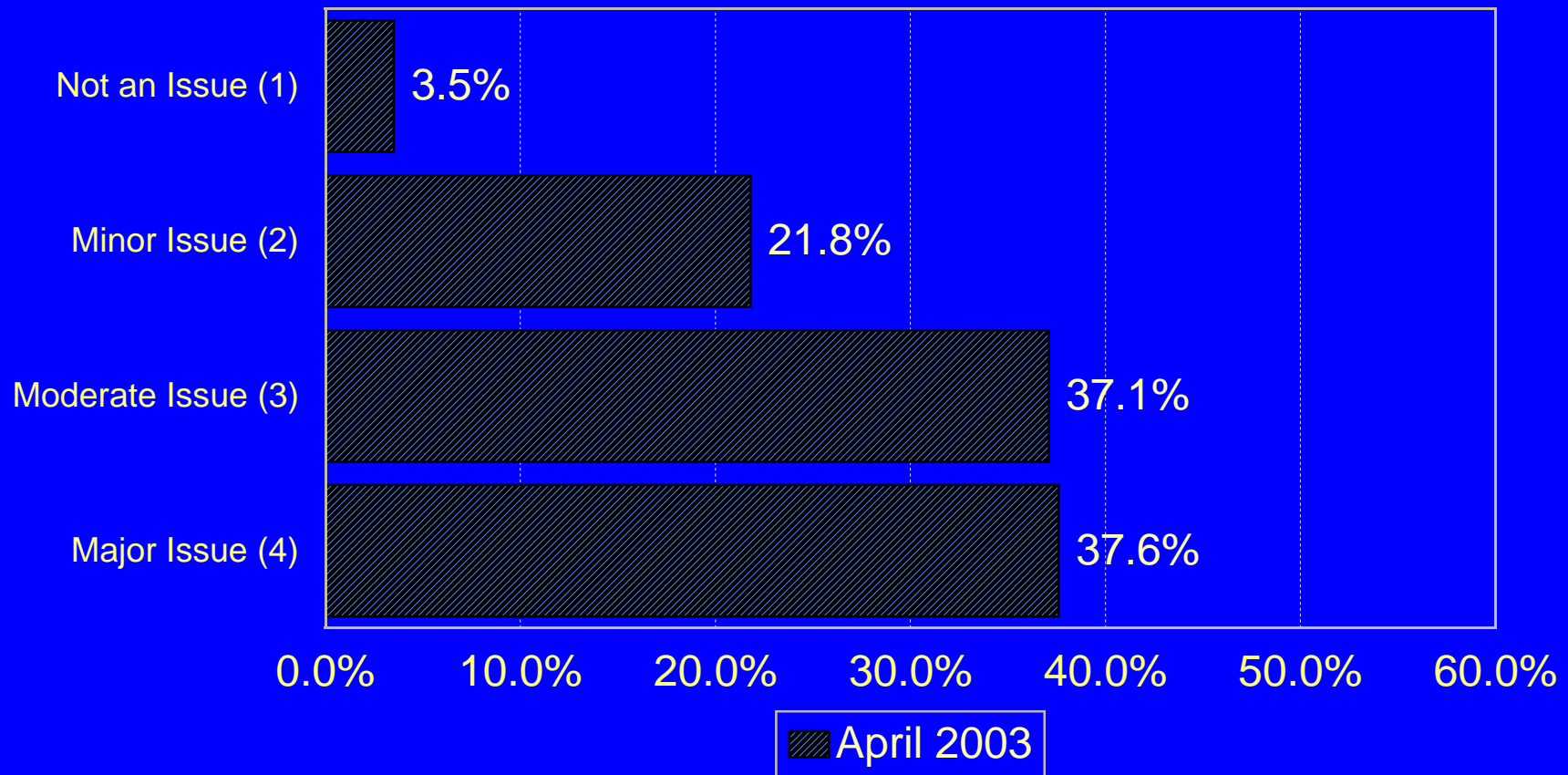
Q1AE. TRANSPORTATION ISSUES:IMPORTANCE

How important is the following issue
within the New Haven region today?

INADEQUATE PUBLIC TRANSPORTATION

MEAN=3.09

% DISTRIBUTION



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

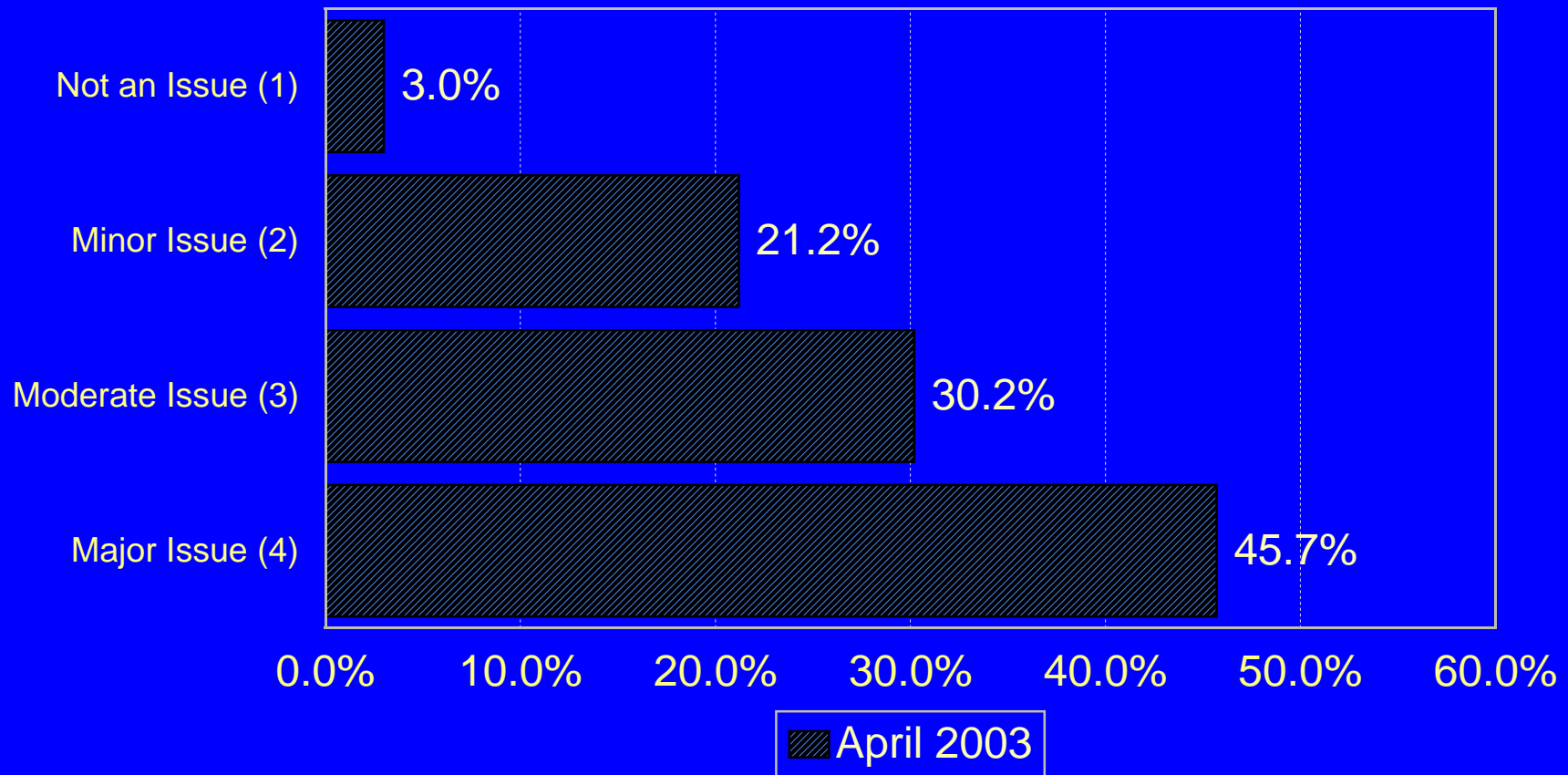
Q1AF. TRANSPORTATION ISSUES:IMPORTANCE

How important is the following issue
within the New Haven region today?

TRAFFIC CONGESTION

MEAN=3.19

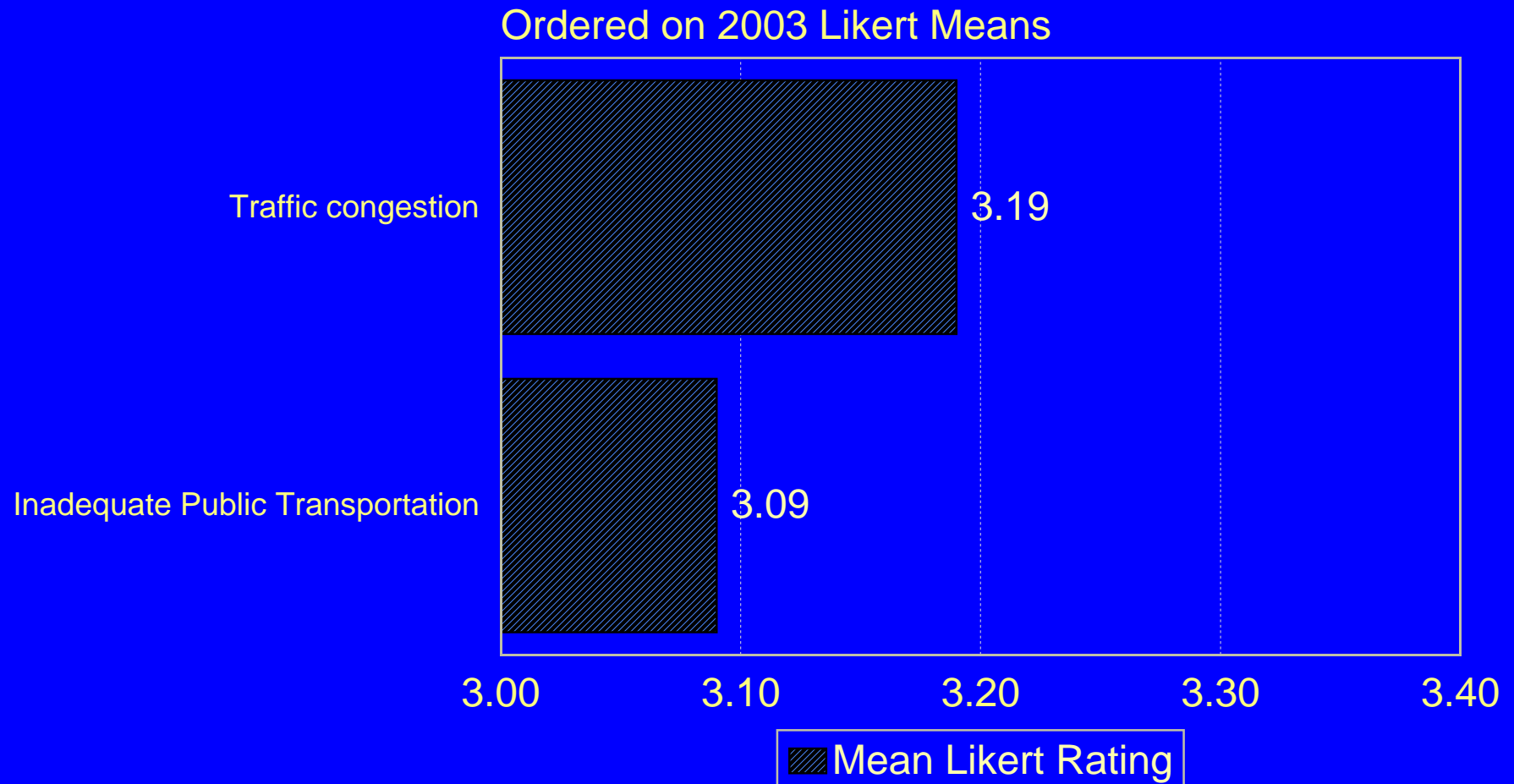
% DISTRIBUTION



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

Q. 1AE-AF: TRANSPORTATION ISSUES:IMPORTANCE

Mean Likert Ratings For Each Issue (1 to 4 Scale)

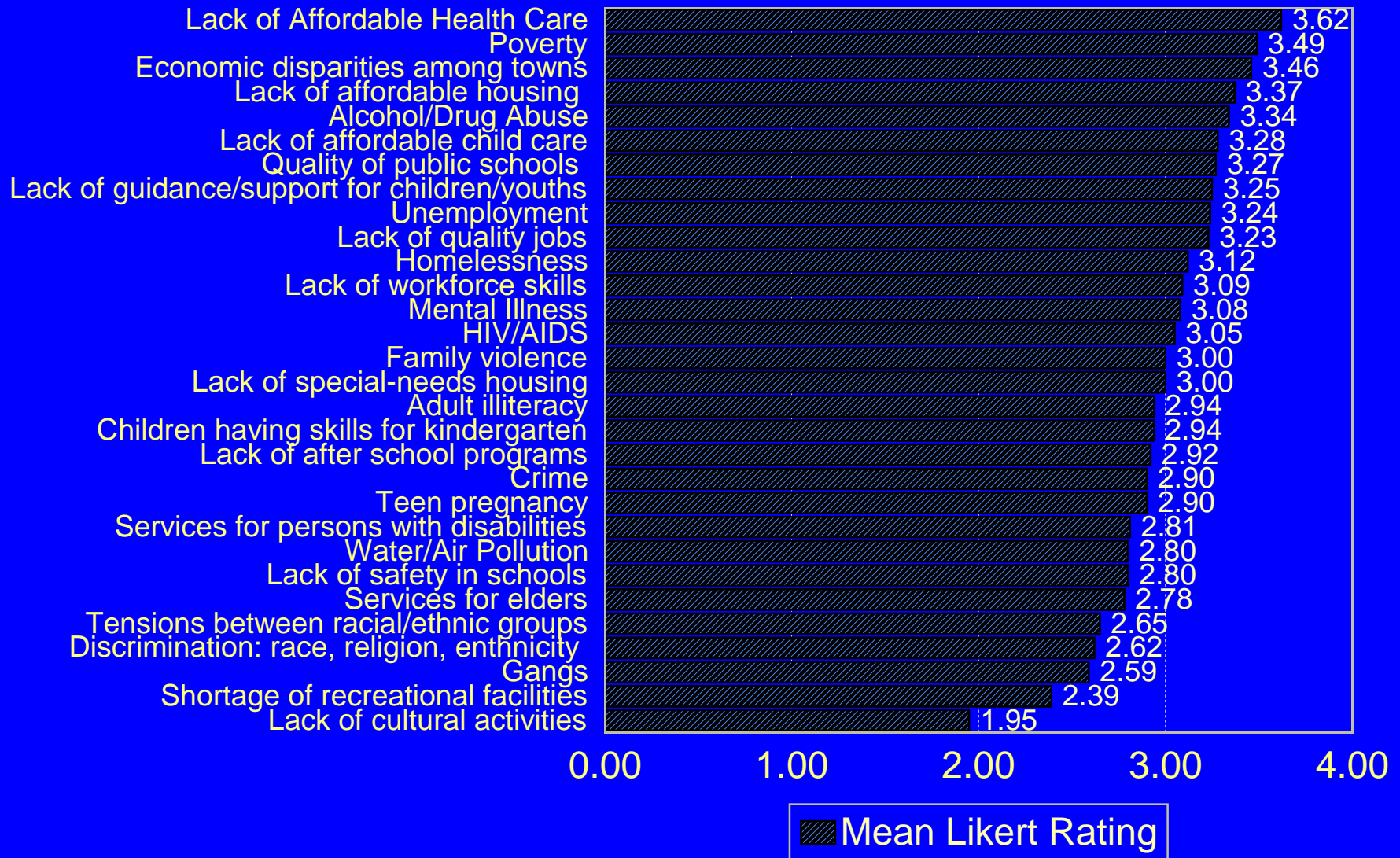


SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

Q. 1A-1AF: ALL ISSUES RANKED BY IMPORTANCE

Mean Likert Ratings For Each Issue (1 to 4 Scale)

Ordered on 2003 Likert Means



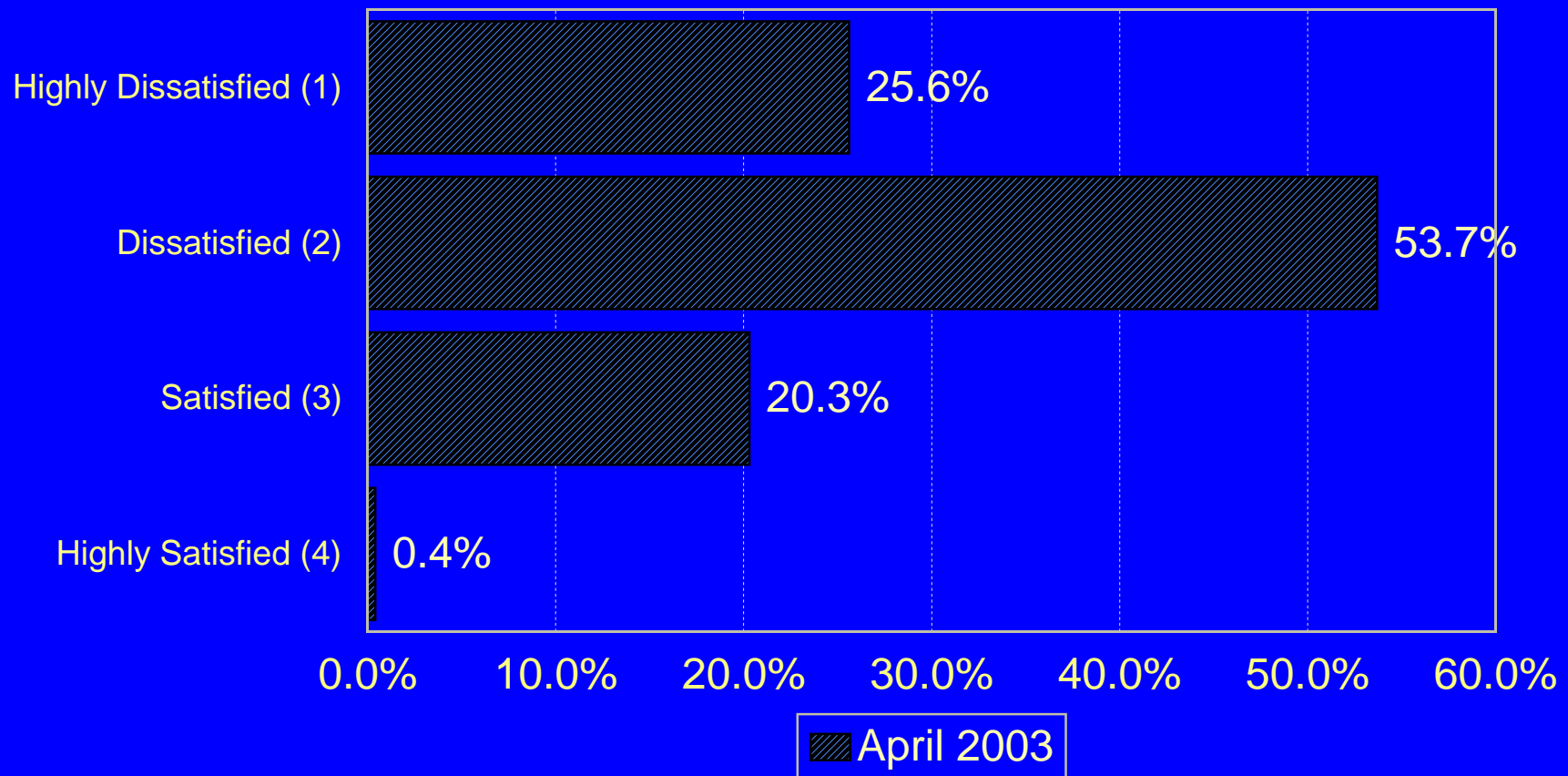
SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

**Q2A. SATISFACTION WITH COMMUNITY ISSUES:
How SATISFIED are you with progress being made
on the specific issues identified in Part 2?**

ECONOMIC ISSUES

MEAN=1.96

% DISTRIBUTION

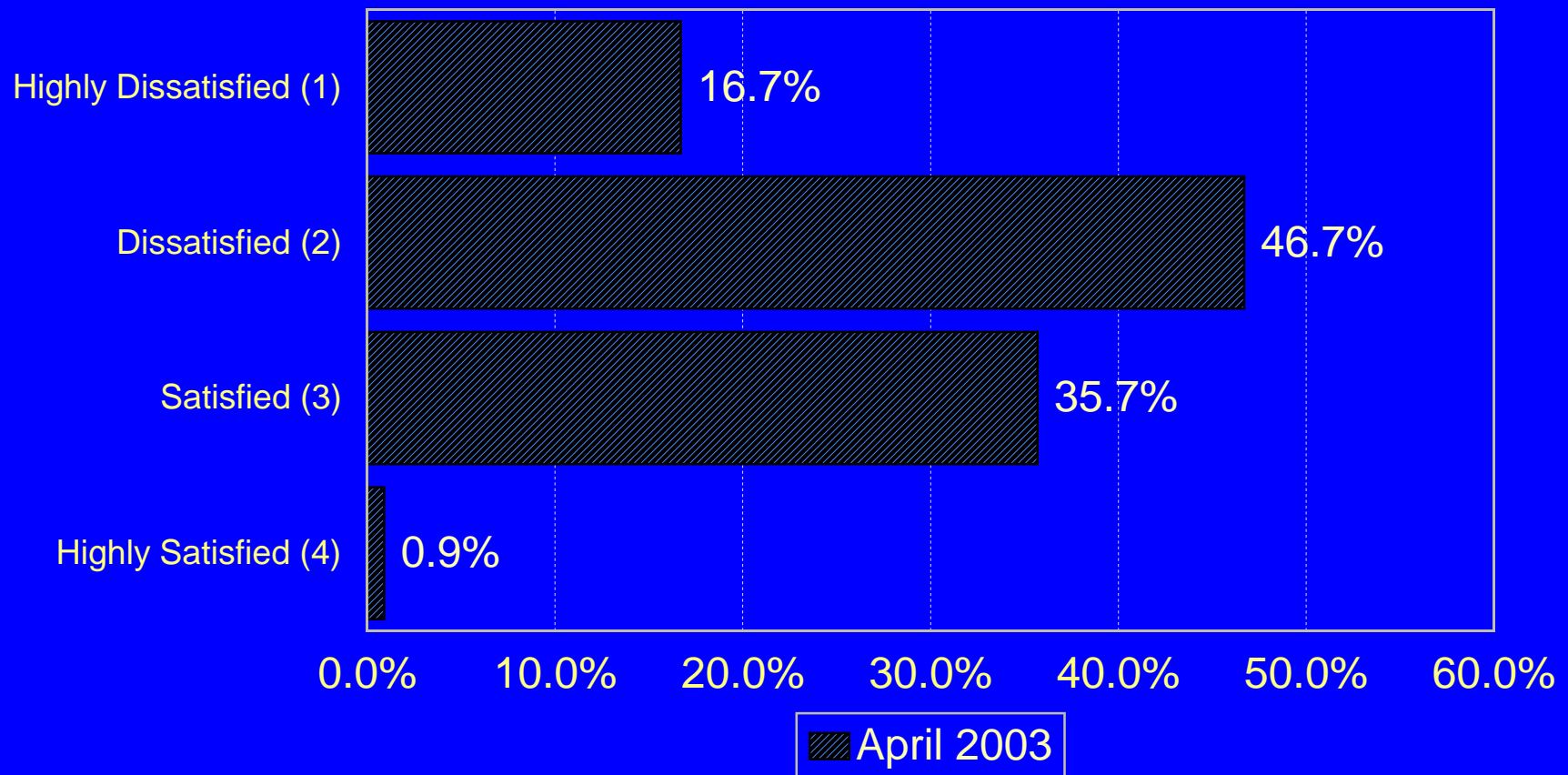


SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

**Q2B. SATISFACTION WITH COMMUNITY ISSUES:
How SATISFIED are you with progress being made
on the specific issues identified in Part 2?
EDUCATIONAL ISSUES**

MEAN=2.21

% DISTRIBUTION

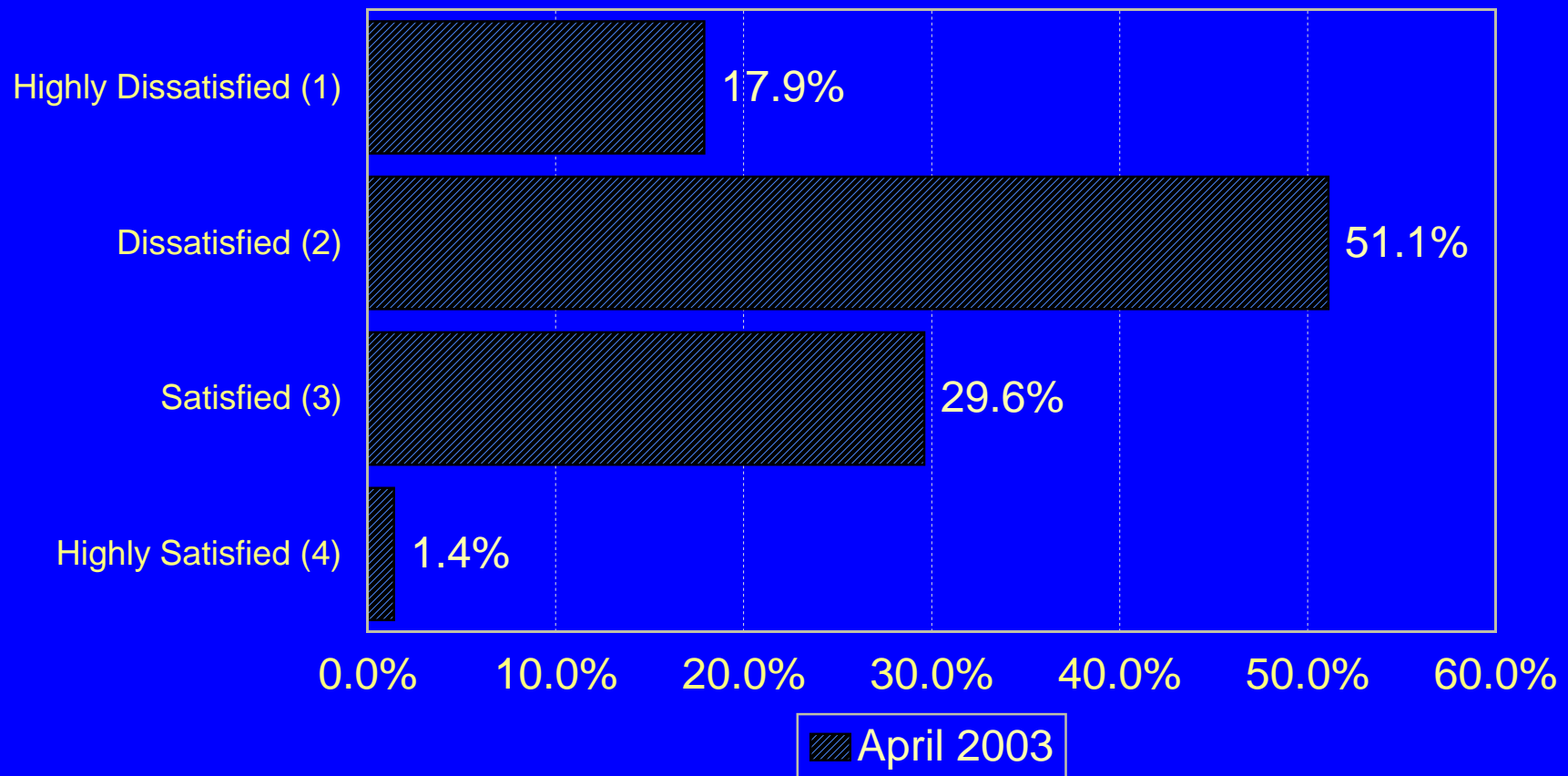


SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

**Q2C. SATISFACTION WITH COMMUNITY ISSUES:
How SATISFIED are you with progress being made
on the specific issues identified in Part 2?
HEALTH/ENVIRONMENT ISSUES**

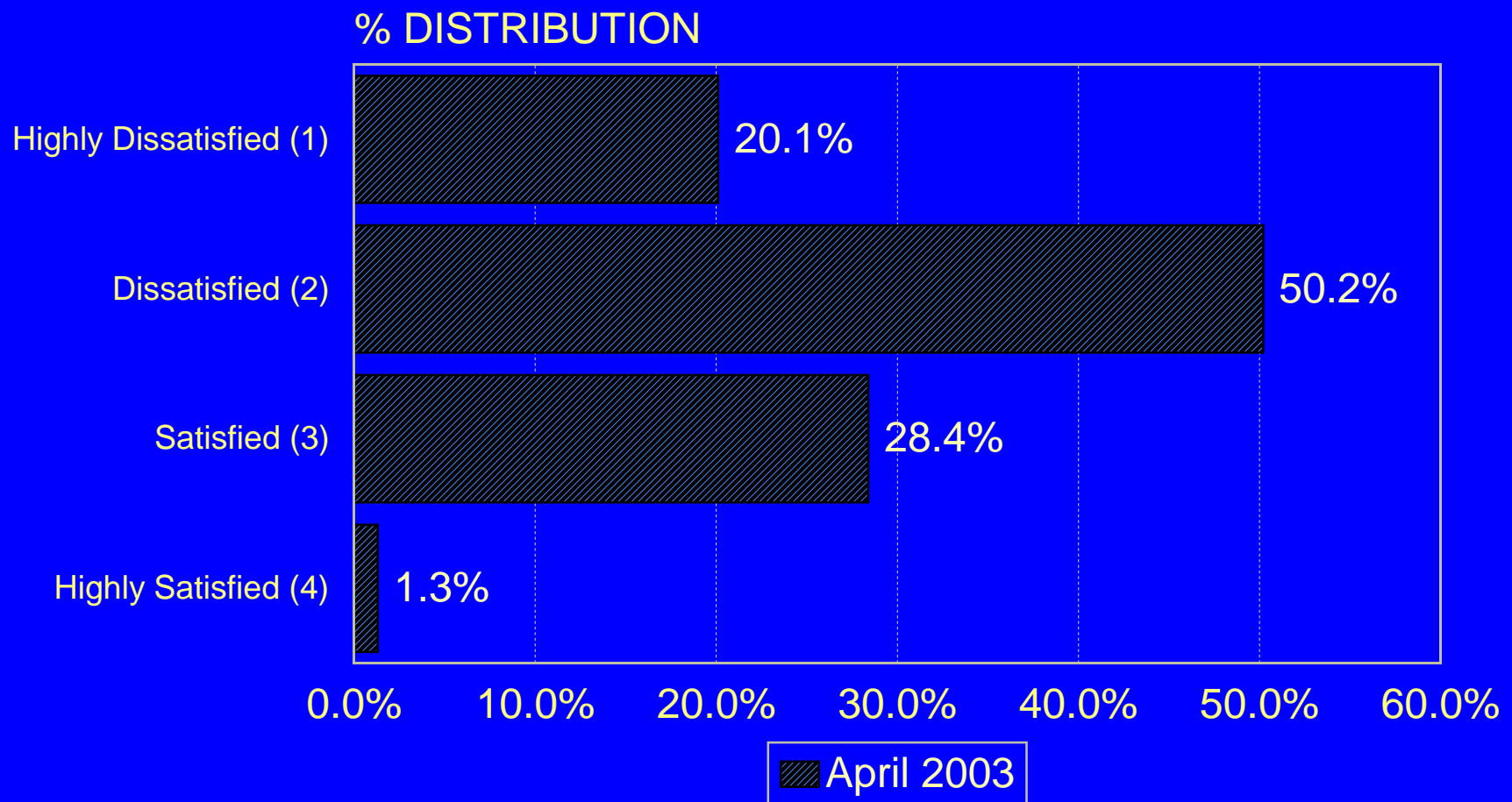
MEAN=2.14

% DISTRIBUTION



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

**Q2D. SATISFACTION WITH COMMUNITY ISSUES:
How SATISFIED are you with progress being made
on the specific issues identified in Part 2?
HOUSING ISSUES
MEAN=2.11**



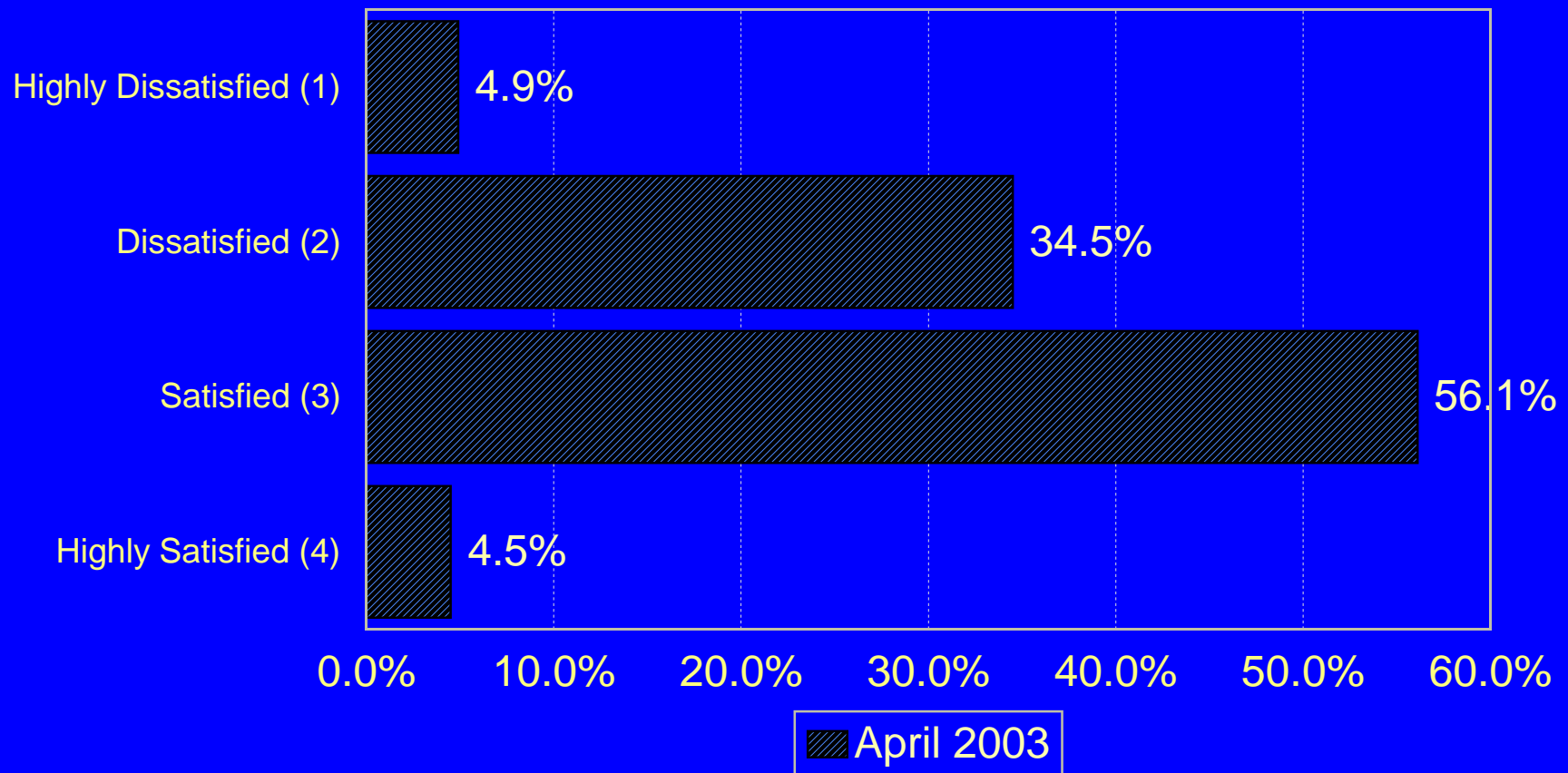
SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

Q2E. SATISFACTION WITH COMMUNITY ISSUES:
How SATISFIED are you with progress being made
on the specific issues identified in Part 2?

SAFETY ISSUES

MEAN=2.60

% DISTRIBUTION

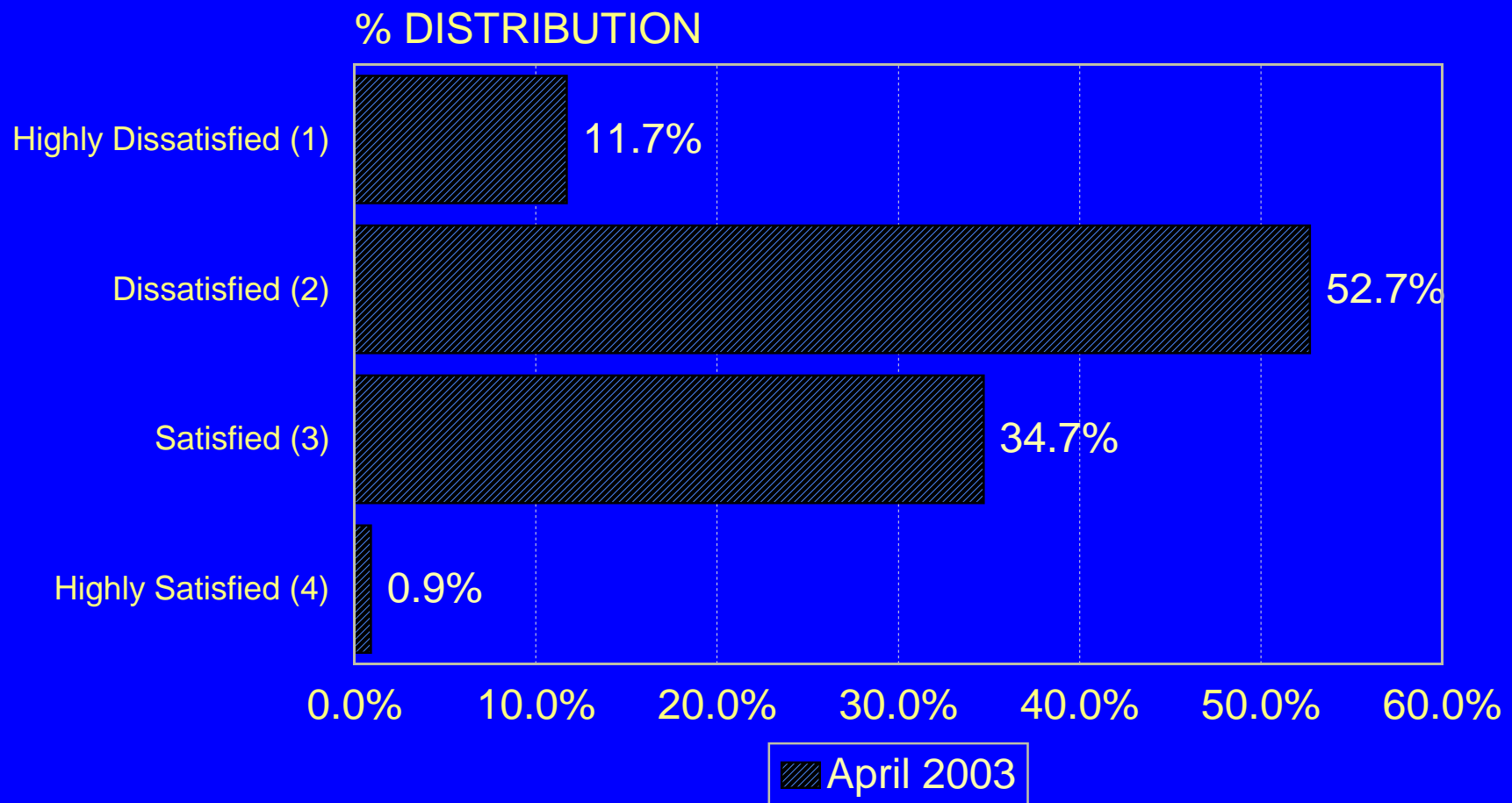


SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

**Q2F. SATISFACTION WITH COMMUNITY ISSUES:
How SATISFIED are you with progress being made
on the specific issues identified in Part 2?**

SOCIAL ISSUES

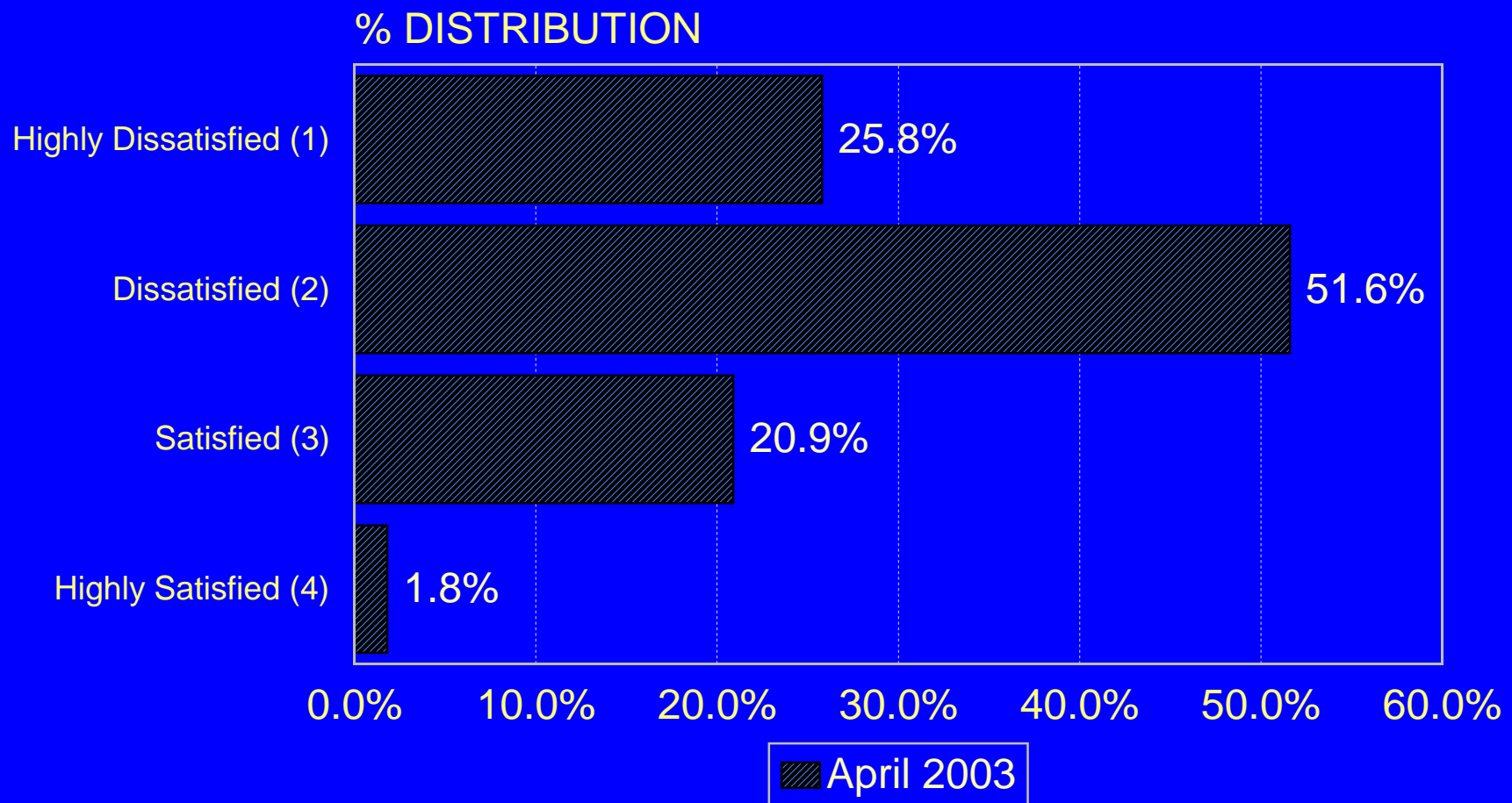
MEAN=2.25



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

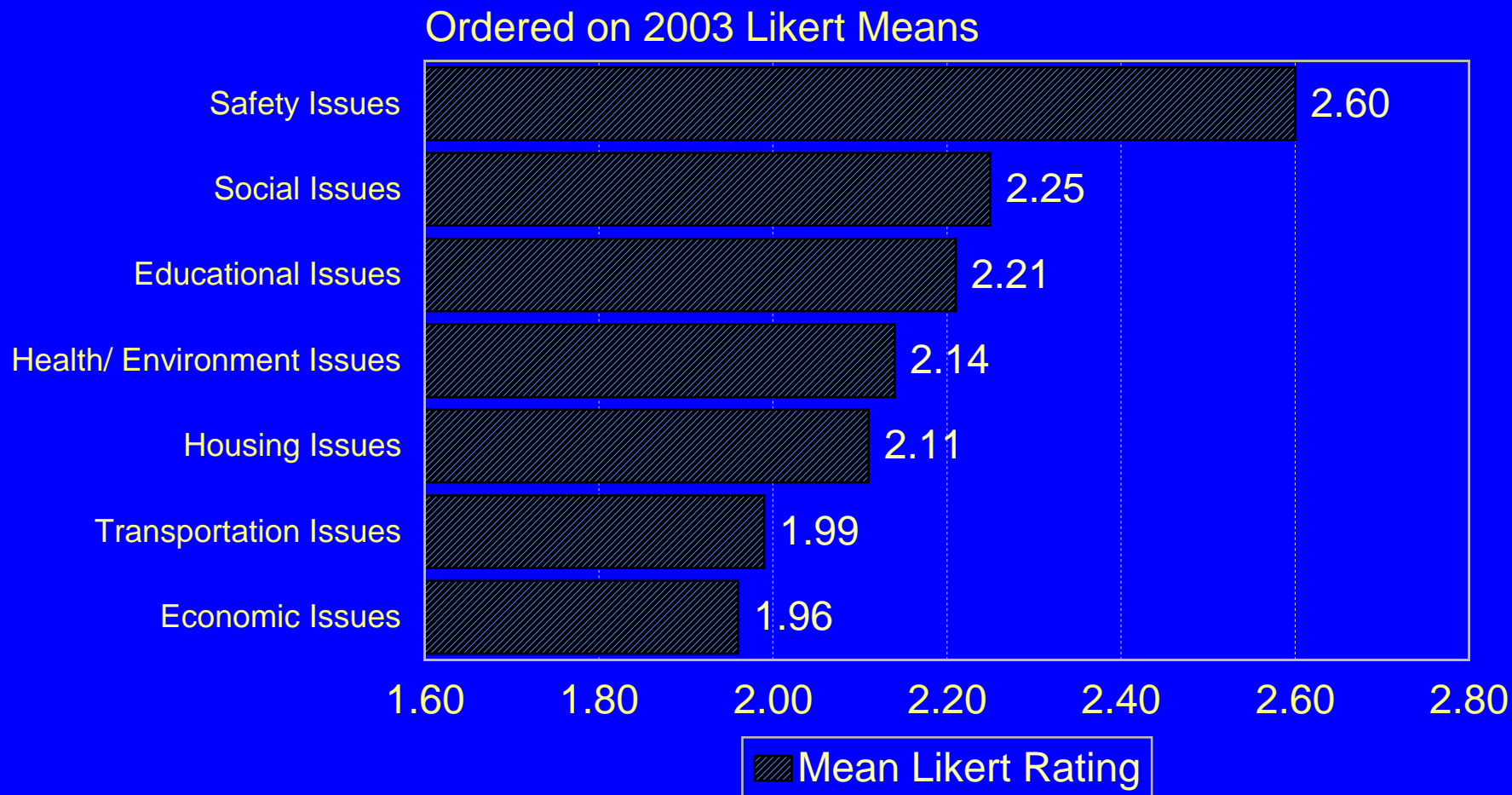
**Q2G. SATISFACTION WITH COMMUNITY ISSUES:
How SATISFIED are you with progress being made
on the specific issues identified in Part 2?
TRANSPORTATION ISSUES**

MEAN=1.99



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

Q. 2A-G: ALL ISSUE CATEGORIES RANKED ON SATISFACTION Mean Likert Ratings For Each Issue (1 to 4 Scale)

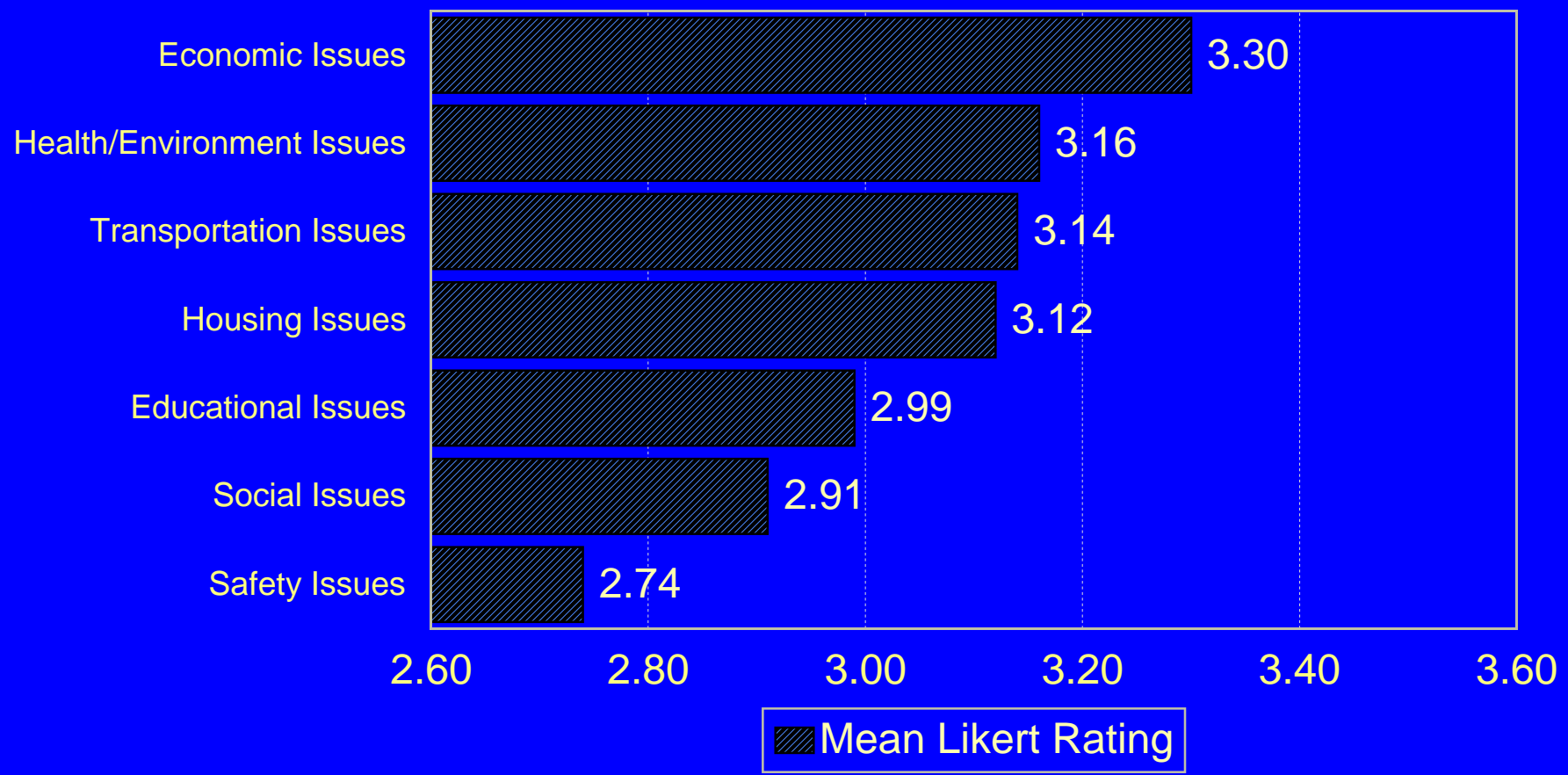


SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

Q.1: ALL ISSUE CATEGORIES RANKED ON IMPORTANCE

Mean Likert Ratings For Each Issue (1 to 4 Scale)

Ordered on 2003 Likert Means

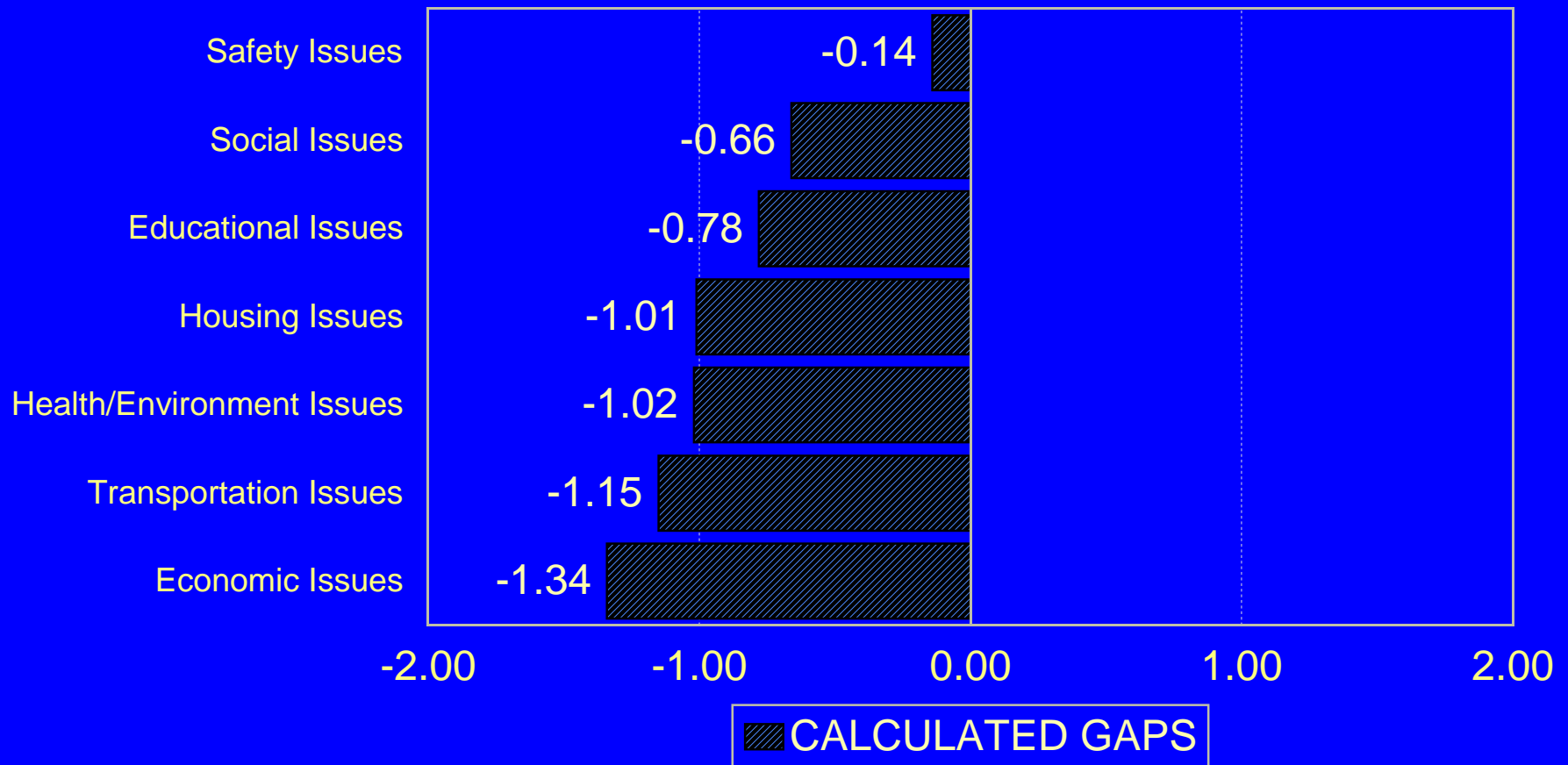


SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

Q.1 & 2: CALCULATED SATISFACTION "GAPS"

Mean Likert Ratings on Satisfaction Minus
Mean Likert Ratings on Importance
(HIGHER IS BETTER)

RANK ORDERED SATISFACTION "GAPS"



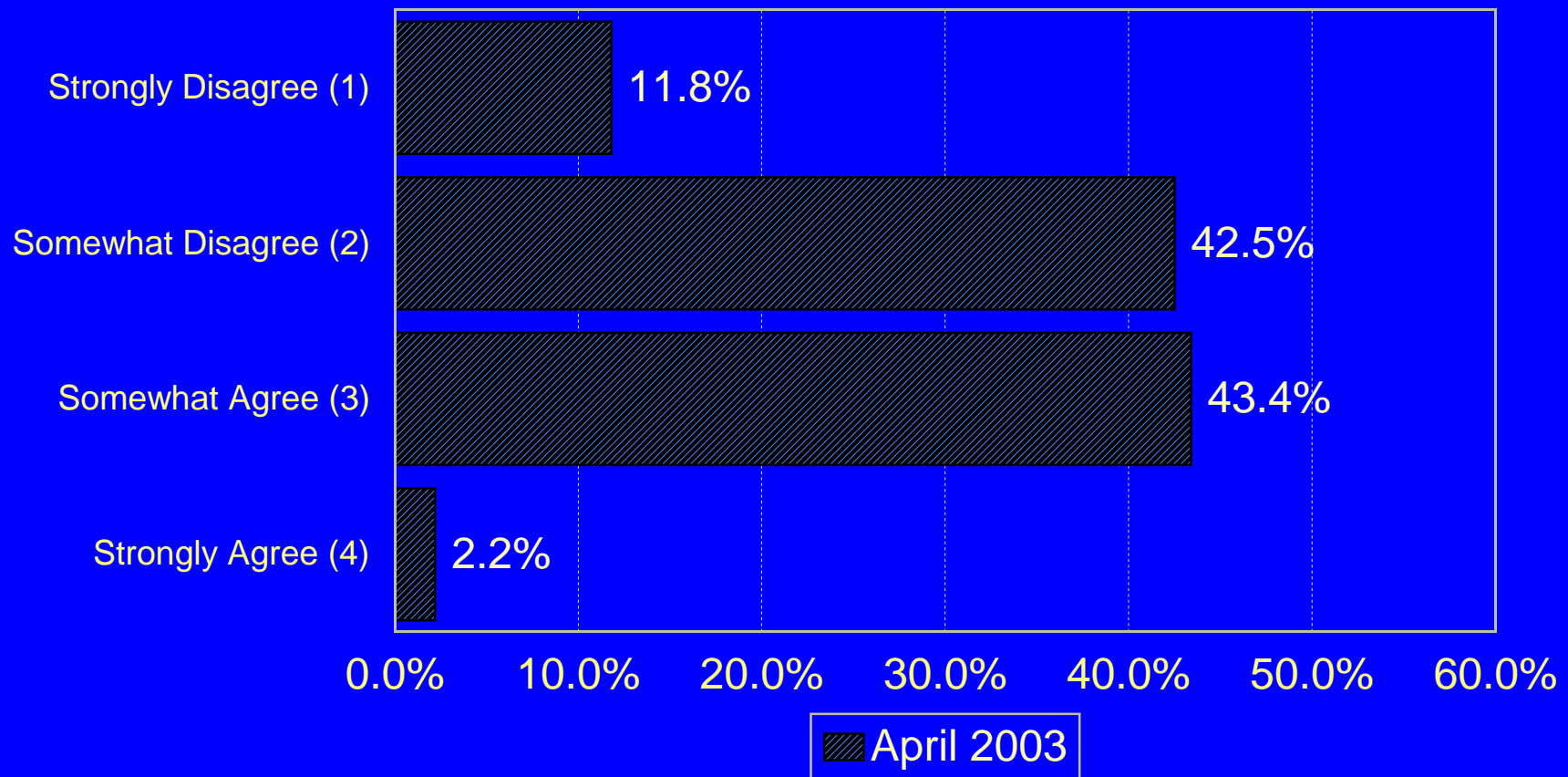
SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

Q3A. COMMUNITY INTERACTION:AGREE/DISAGREE

"The New Haven Region is a community where leaders from business, labor, education and all other sectors work productively to address community issues."

MEAN=2.36

% DISTRIBUTION



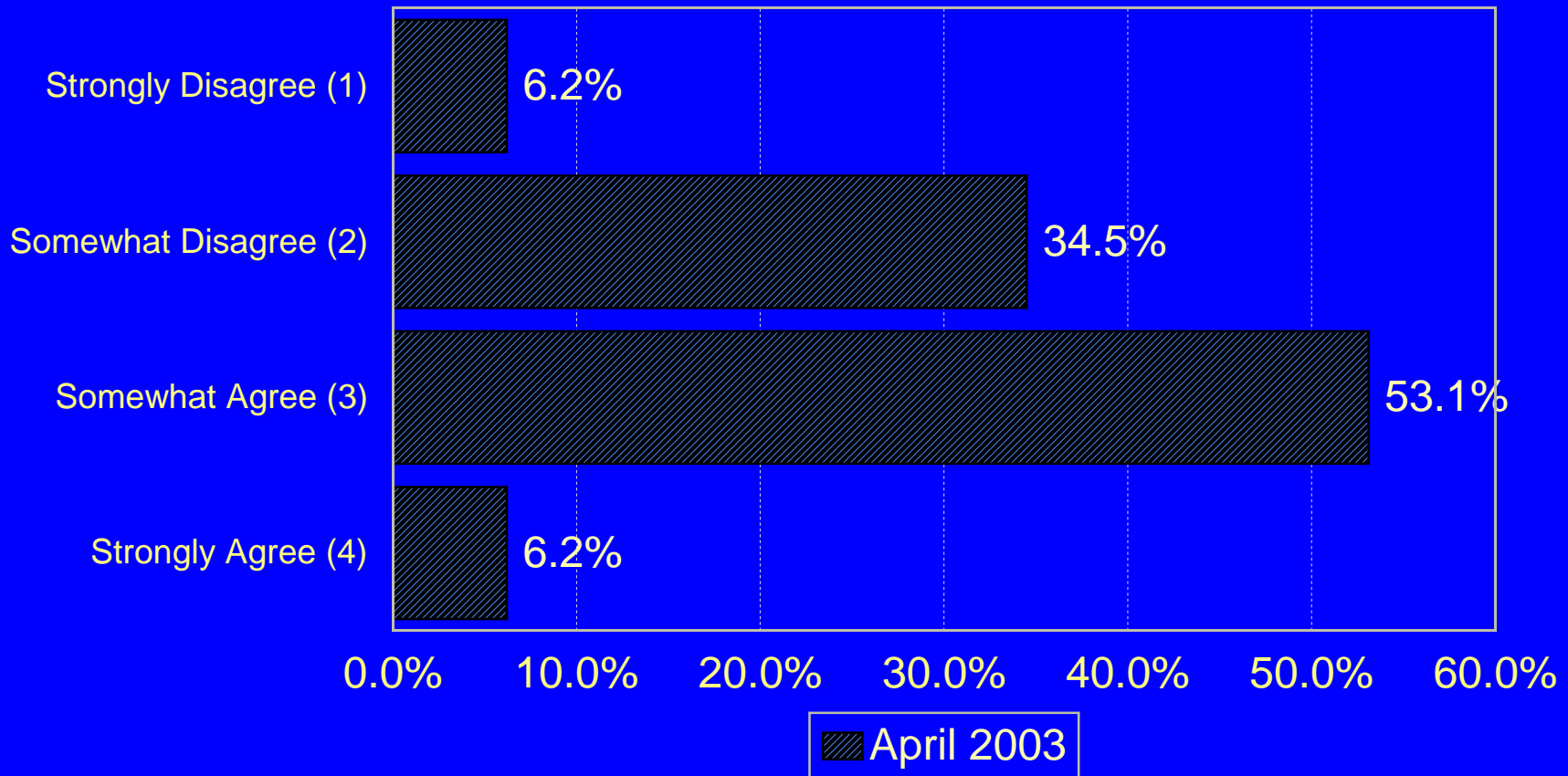
SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

Q3B. COMMUNITY INTERACTION:AGREE/DISAGREE

"The New Haven Region is a community that promotes positive race relations and cultural interaction."

MEAN=2.59

% DISTRIBUTION



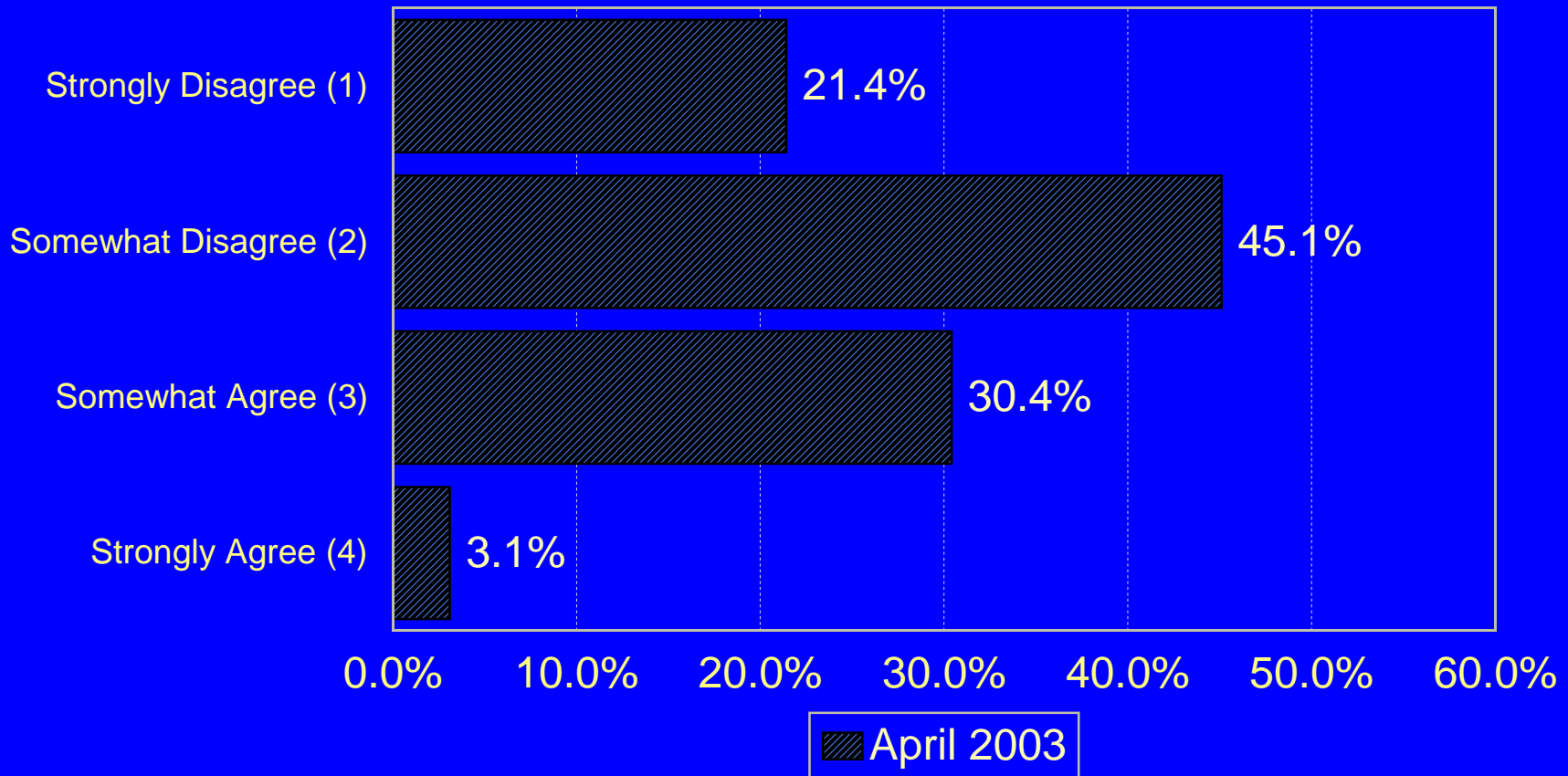
SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

Q3C. COMMUNITY INTERACTION: AGREE/DISAGREE

"The New Haven Region is a community where members from area towns meet to address mutual concerns."

MEAN=2.15

% DISTRIBUTION



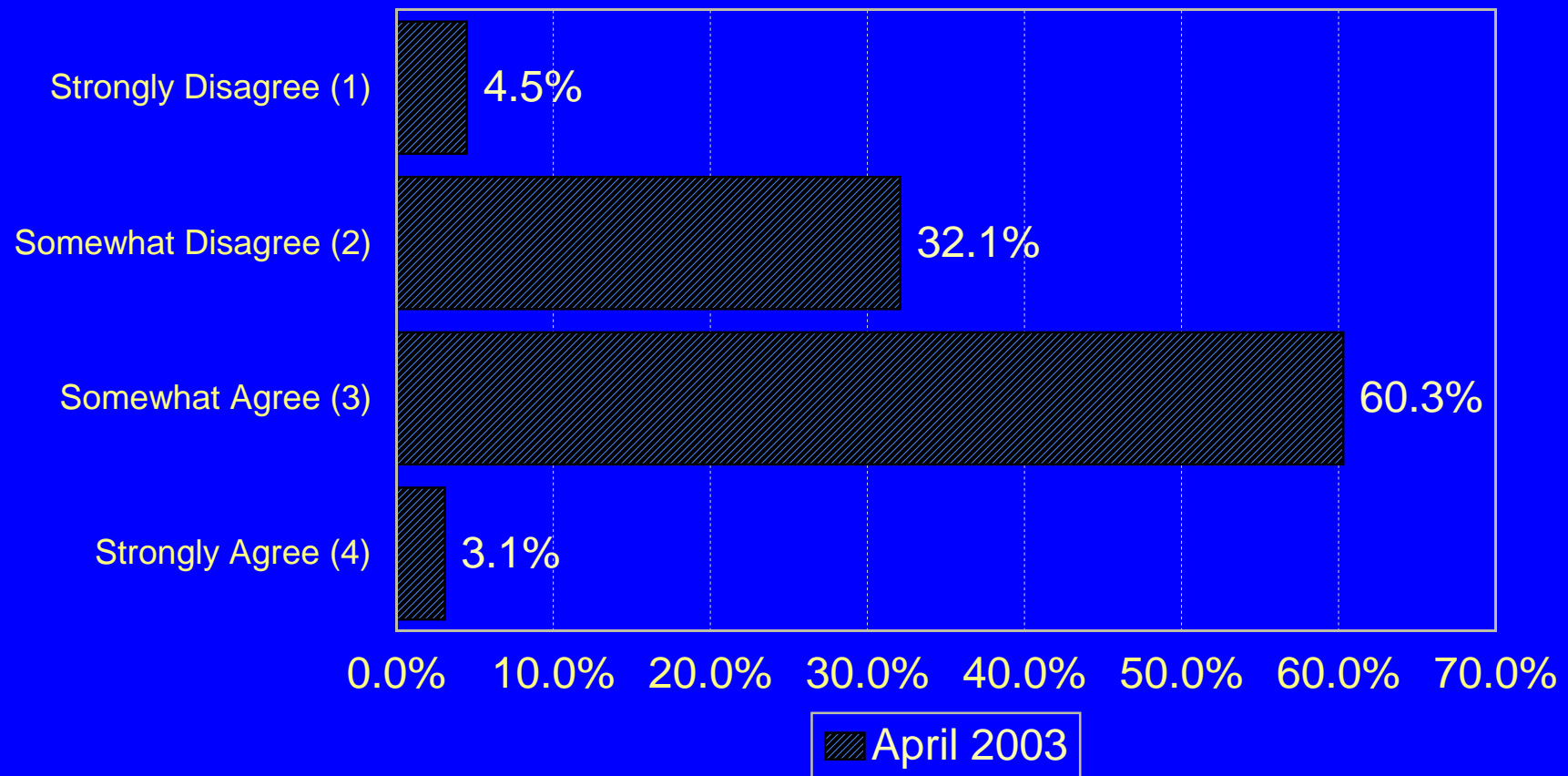
SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

Q3D. COMMUNITY INTERACTION: AGREE/DISAGREE

"The New Haven Region is a community where social and religious organizations interact to address pressing social concerns."

MEAN=2.62

% DISTRIBUTION



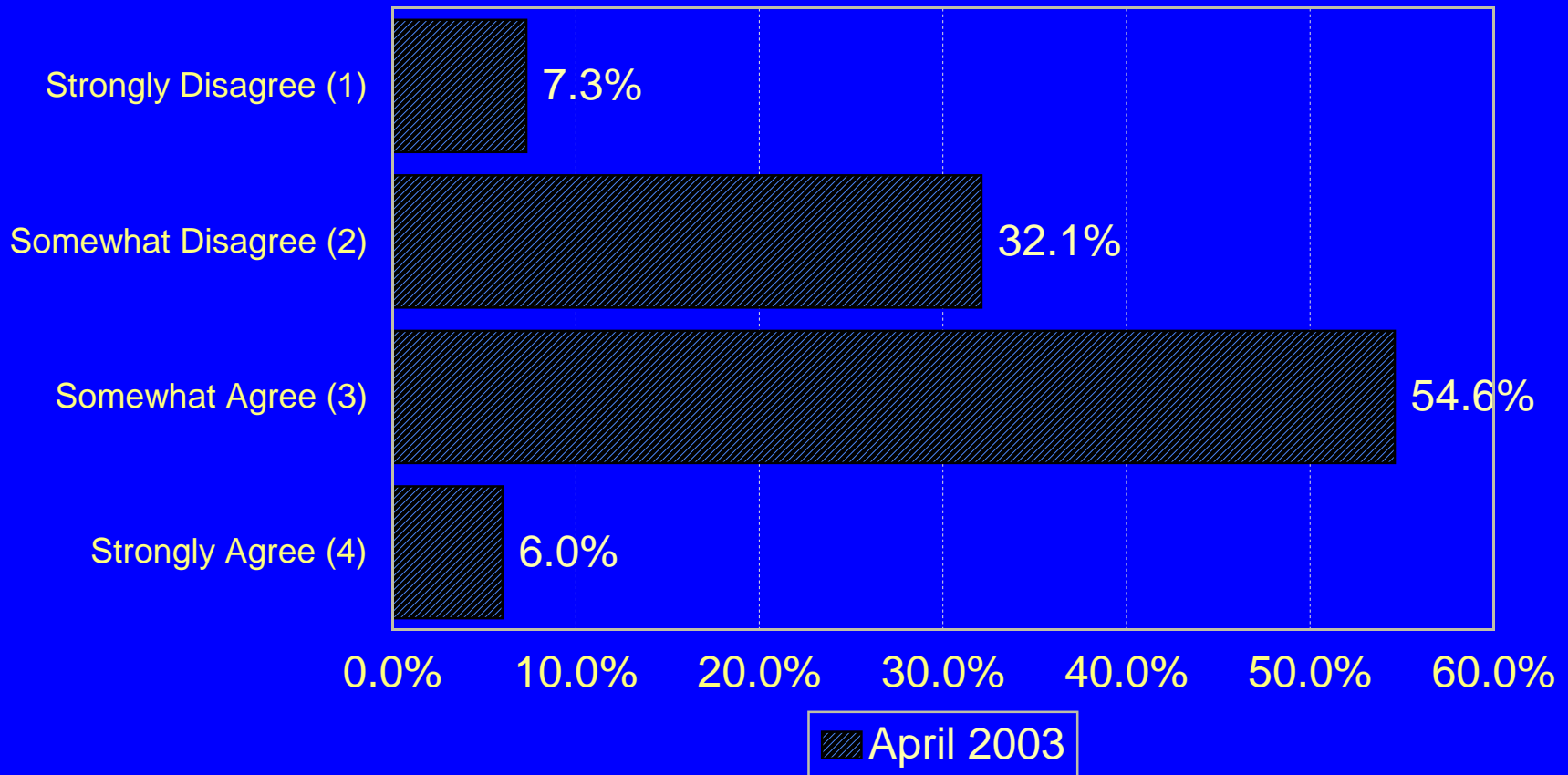
SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

Q3E. COMMUNITY INTERACTION: AGREE/DISAGREE

"The New Haven Region is a community where neighborhoods and associations work together for common community goals."

MEAN=2.59

% DISTRIBUTION



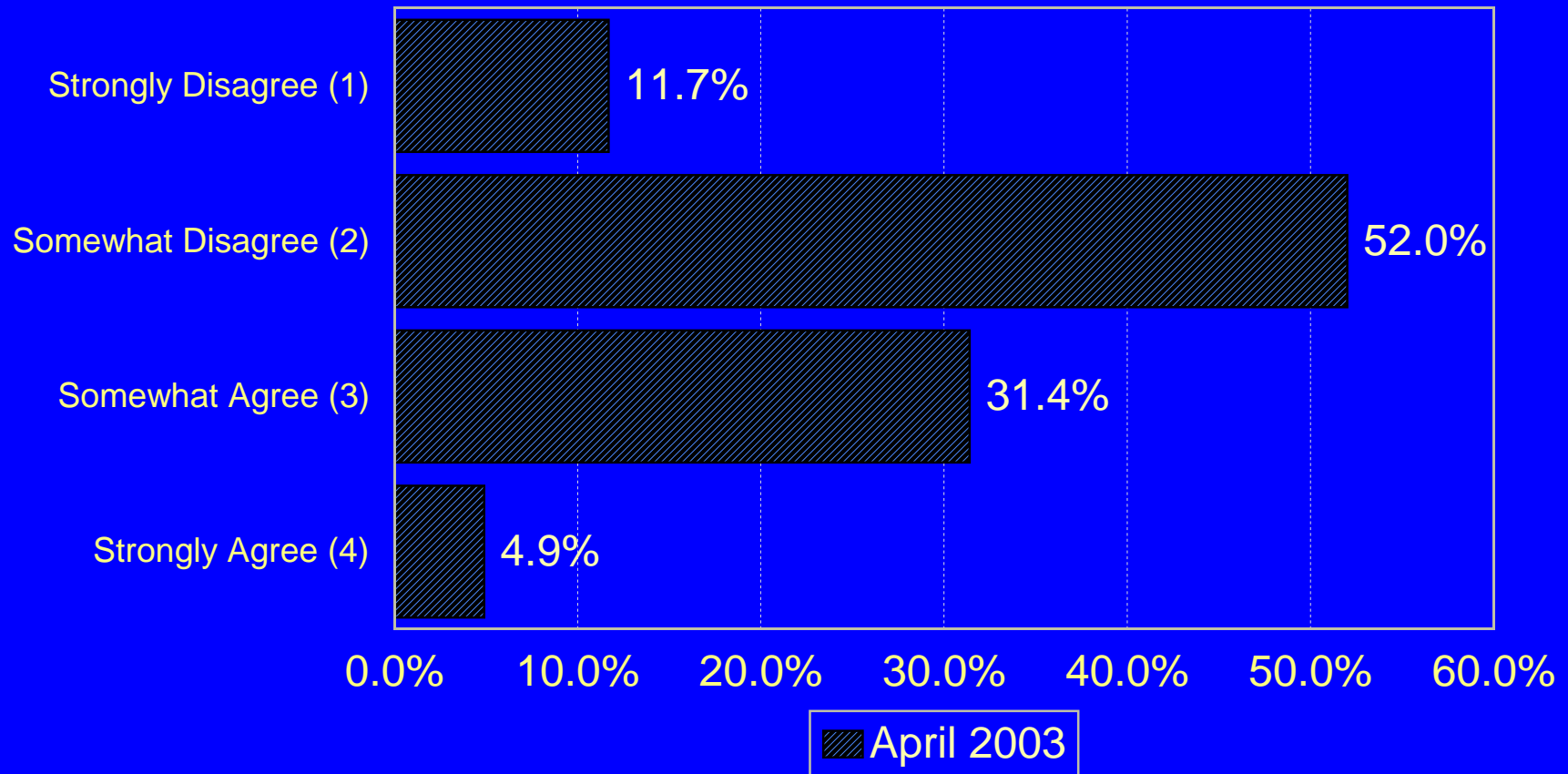
SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

Q3F. COMMUNITY INTERACTION:AGREE/DISAGREE

"The New Haven Region is a community where social service agencies are meeting the needs of families, neighborhoods and communities."

MEAN=2.30

% DISTRIBUTION



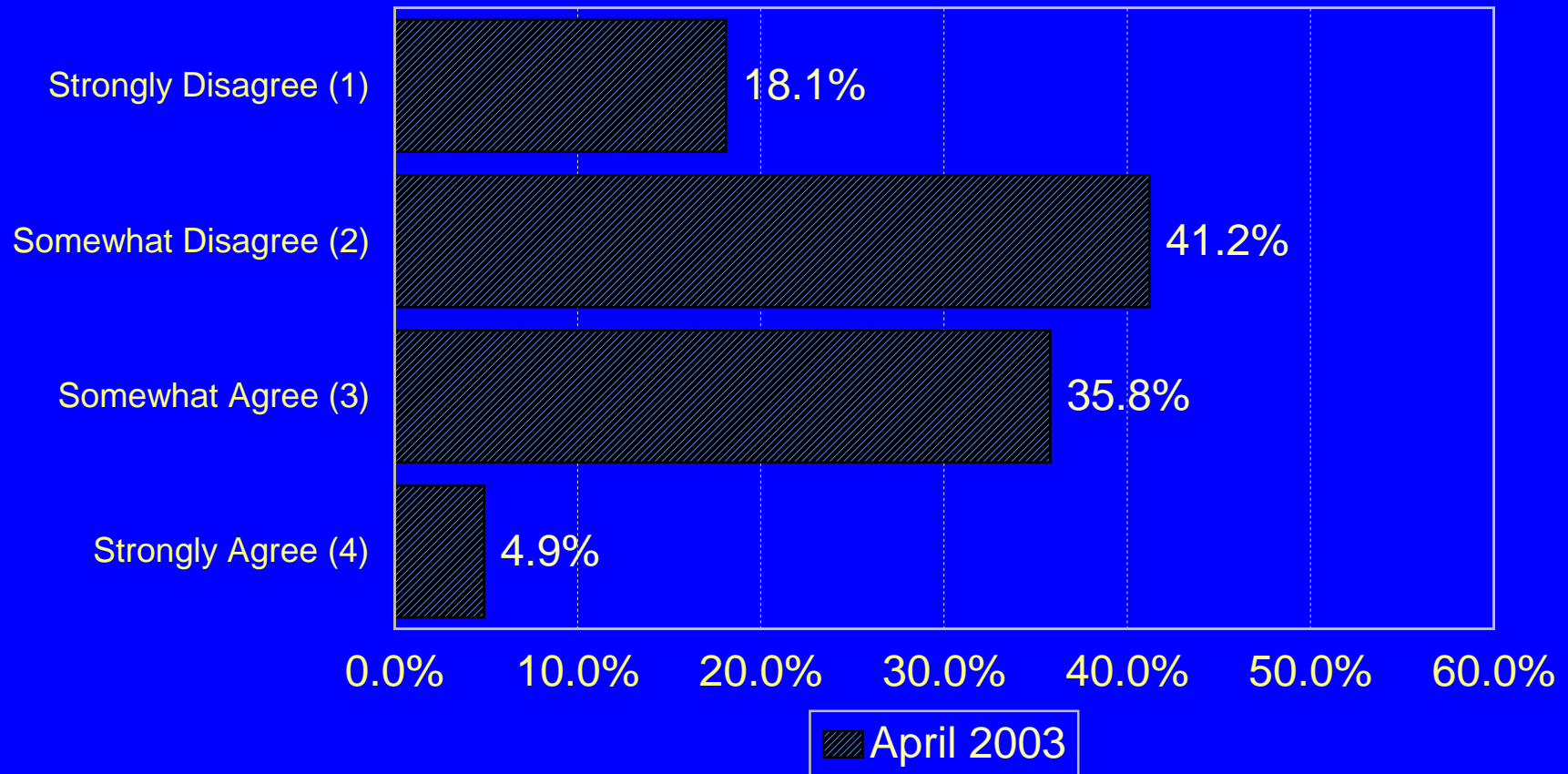
SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

Q3G. COMMUNITY INTERACTION: AGREE/DISAGREE

"The New Haven Region is a community where the political process promotes participation from community members."

MEAN=2.27

% DISTRIBUTION



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

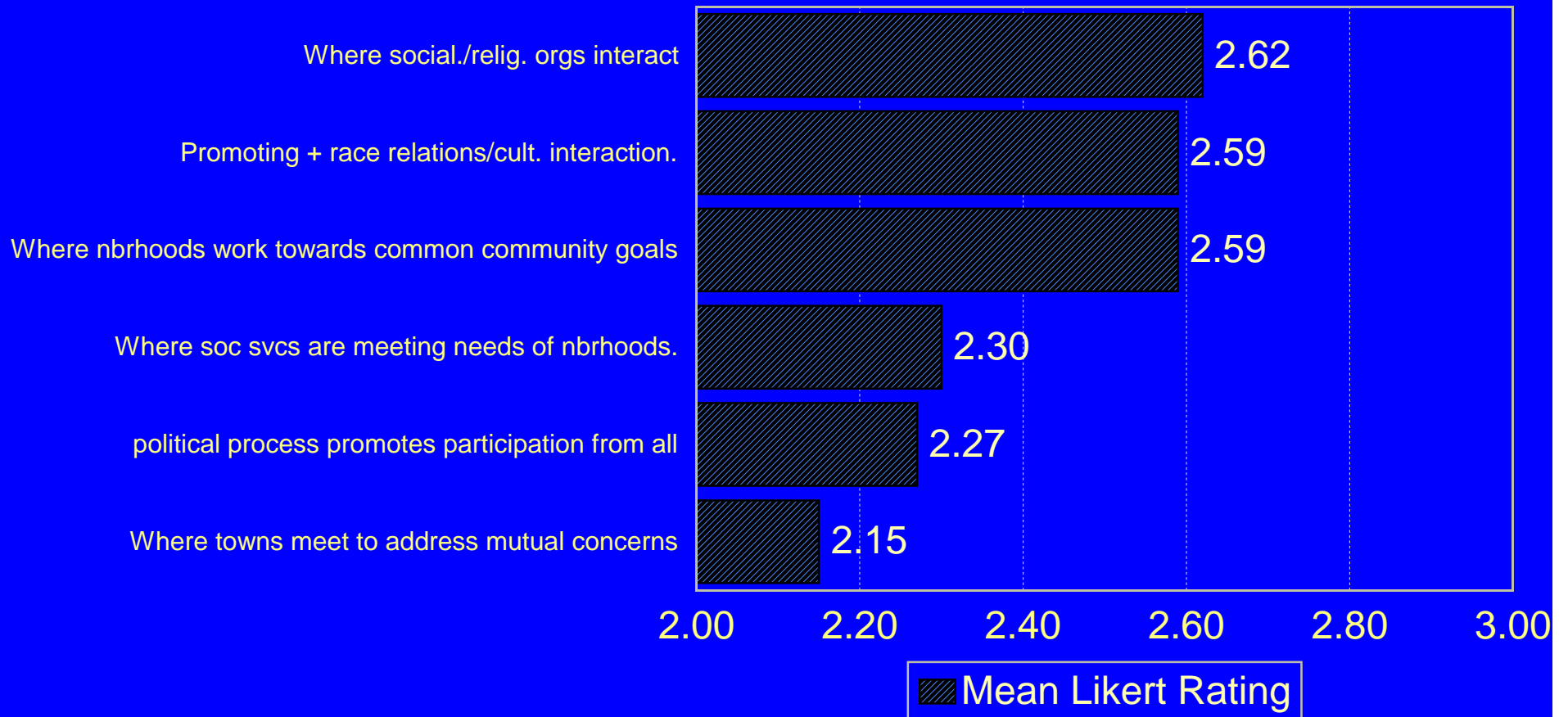
Q3A-G. COMMUNITY INTERACTION:AGREE/DISAGREE

Mean Likert Ratings For Each Issue

(1 to 4 Scale: Higher numbers denote higher agreement)

"The New Haven Region is a community..."

Ordered on 2003 Likert Means



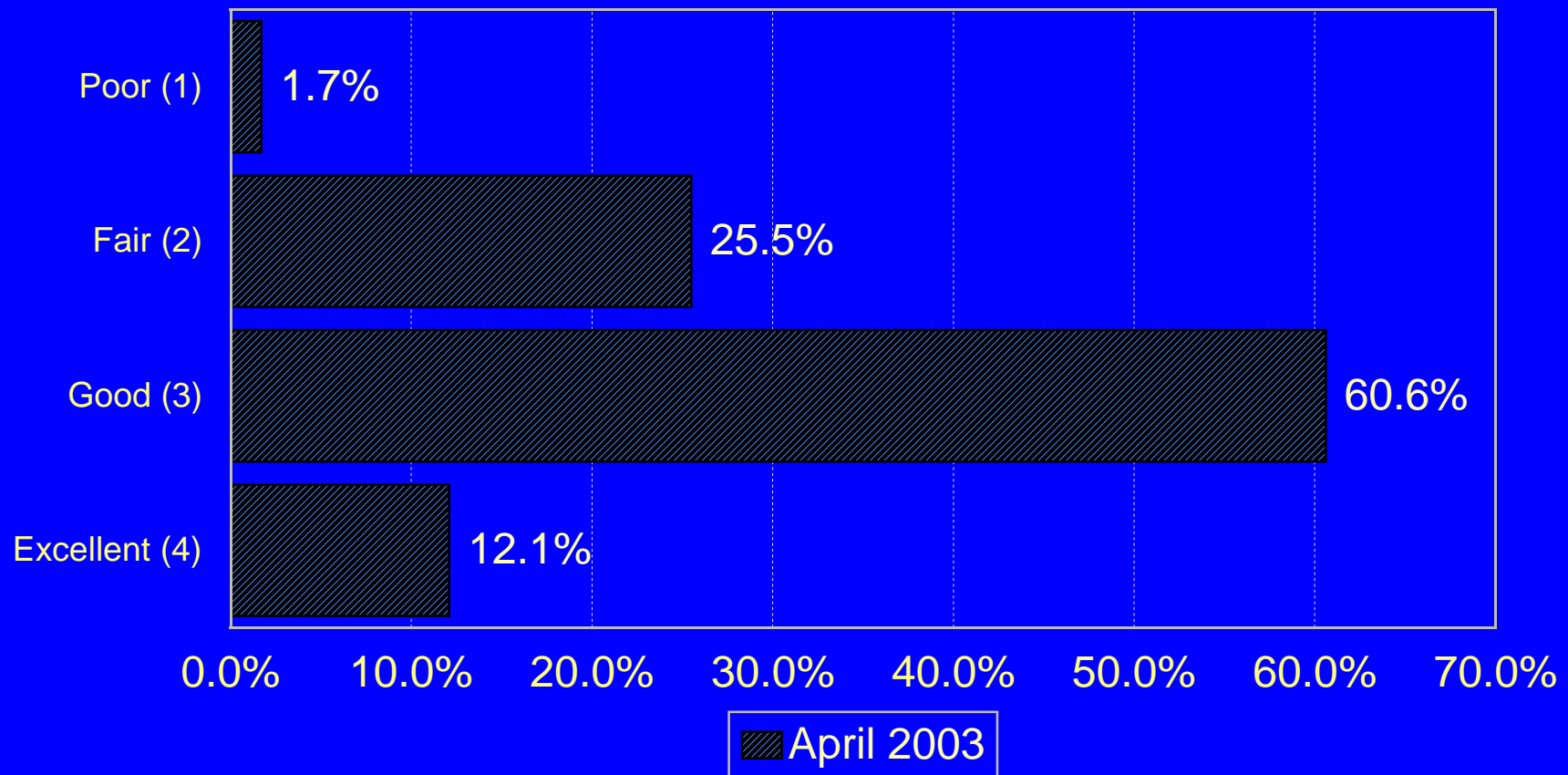
SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

Q4A. GENERAL QUESTIONS:

"Using a scale of excellent, good, fair and poor, how would you rate the New Haven region as a place to live and work?"

MEAN=2.83

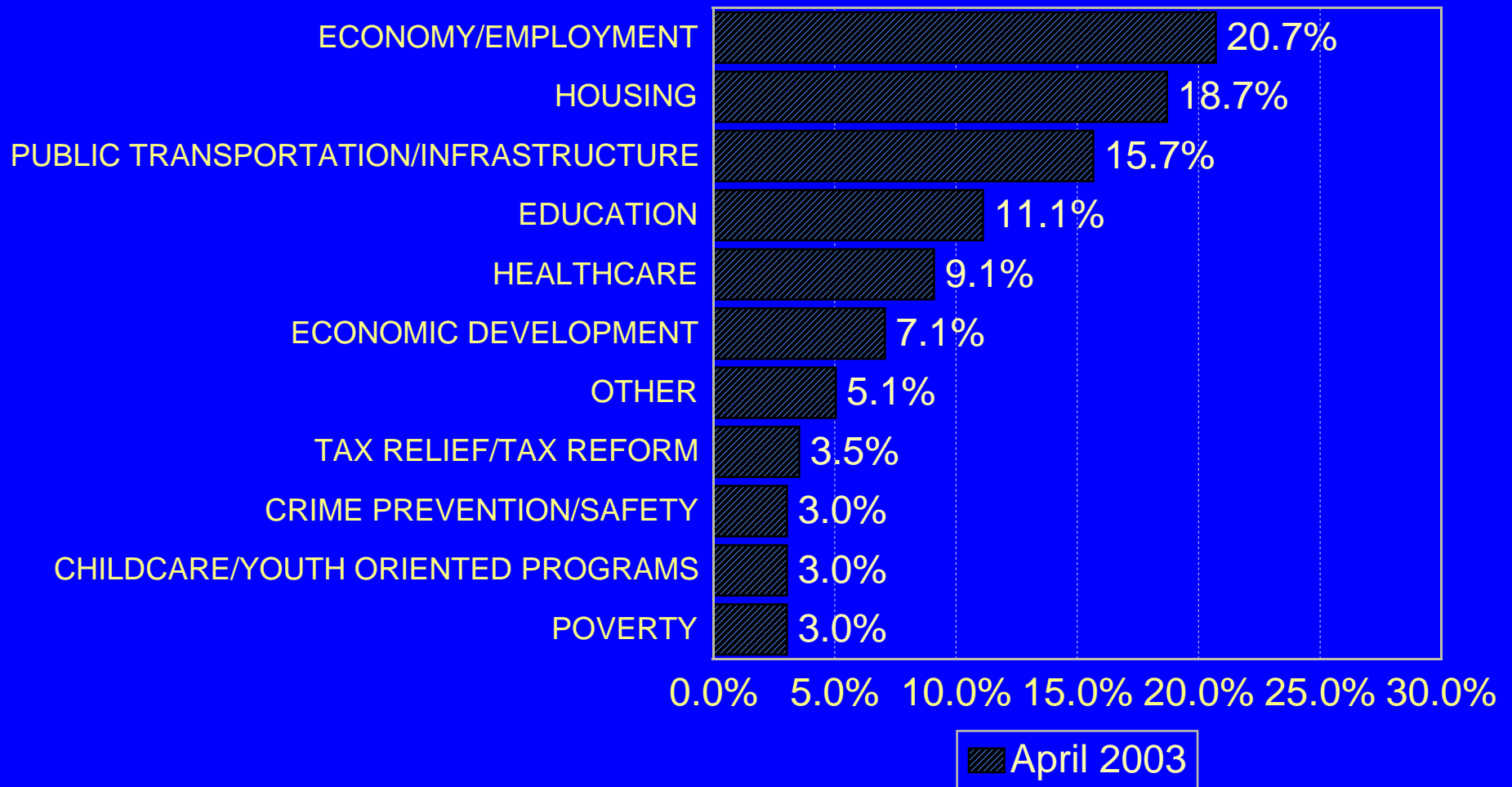
% DISTRIBUTION



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

Q4C1. In your opinion, what are the THREE GREATEST NEEDS within the New Haven region at this time? Please list in order of importance. FIRST MOST IMPORTANT?

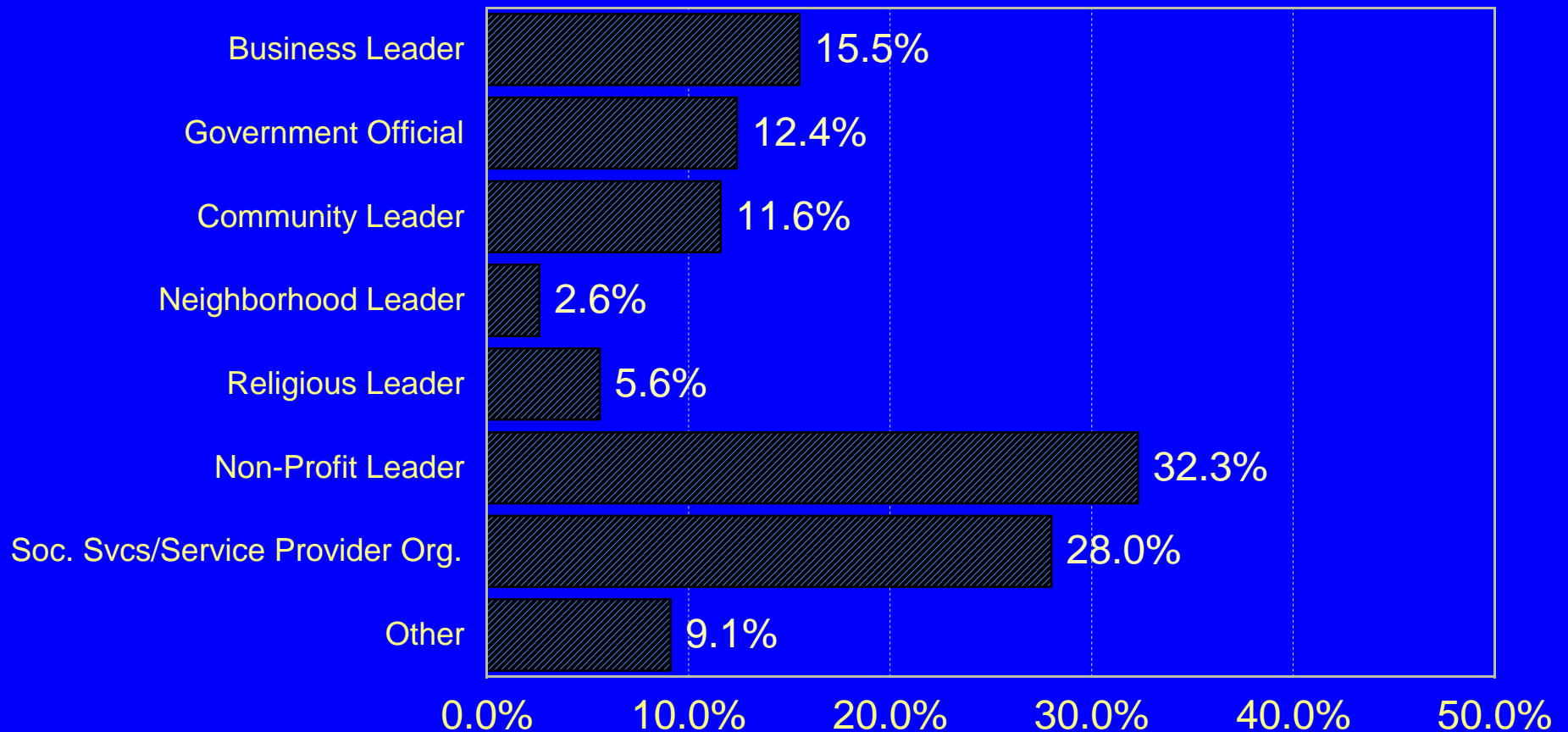
% DISTRIBUTION



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

Q5A. As a "Community Leader", which of the following categories would best describe your involvement with the New Haven region?

% DISTRIBUTION



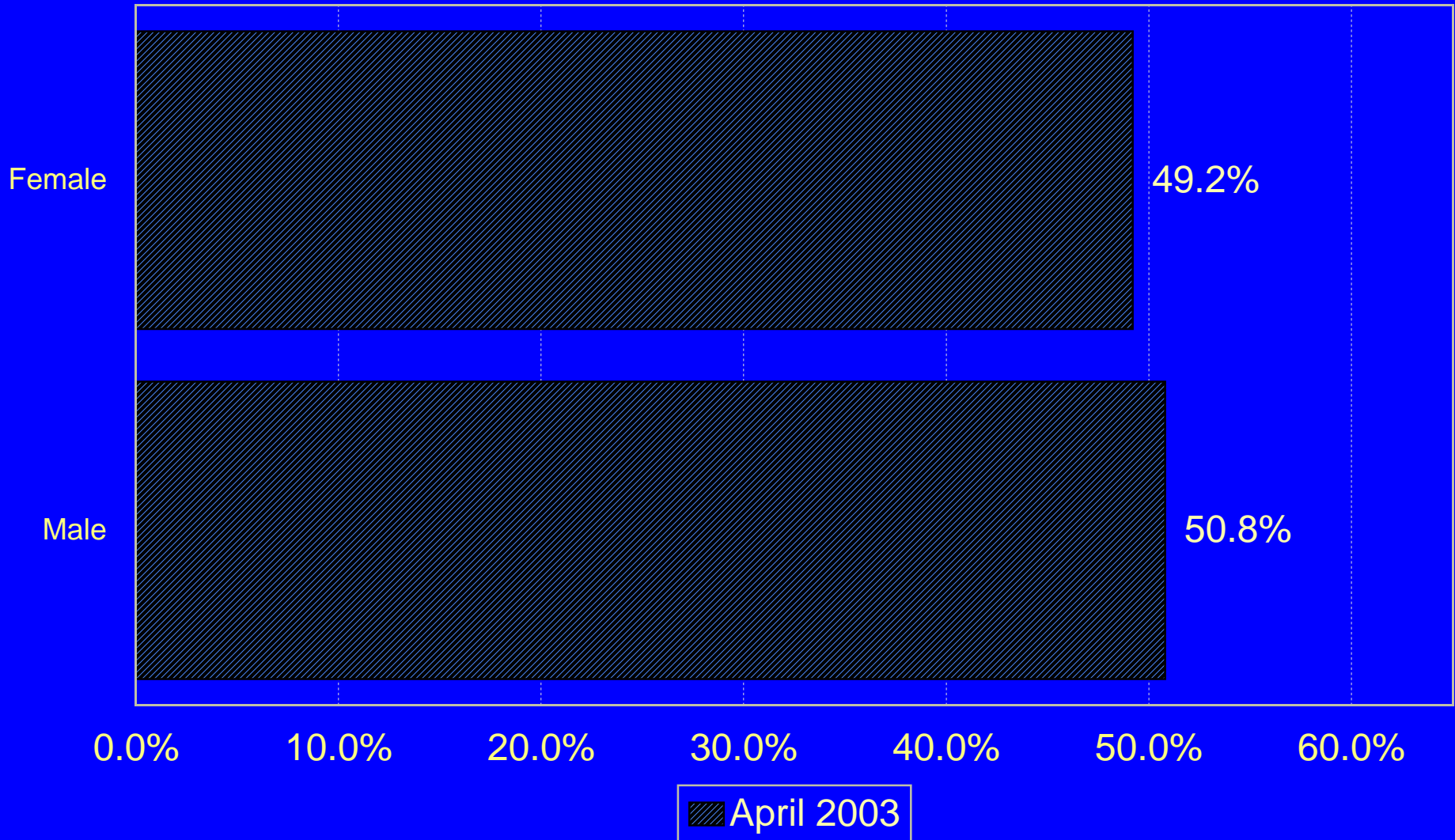
■ April 2003

SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

NOTE: DISTRIBUTIONS DO NOT ADD TO 100% BECAUSE OF MULTIPLE RESPONSES

Q5B. Your Gender?

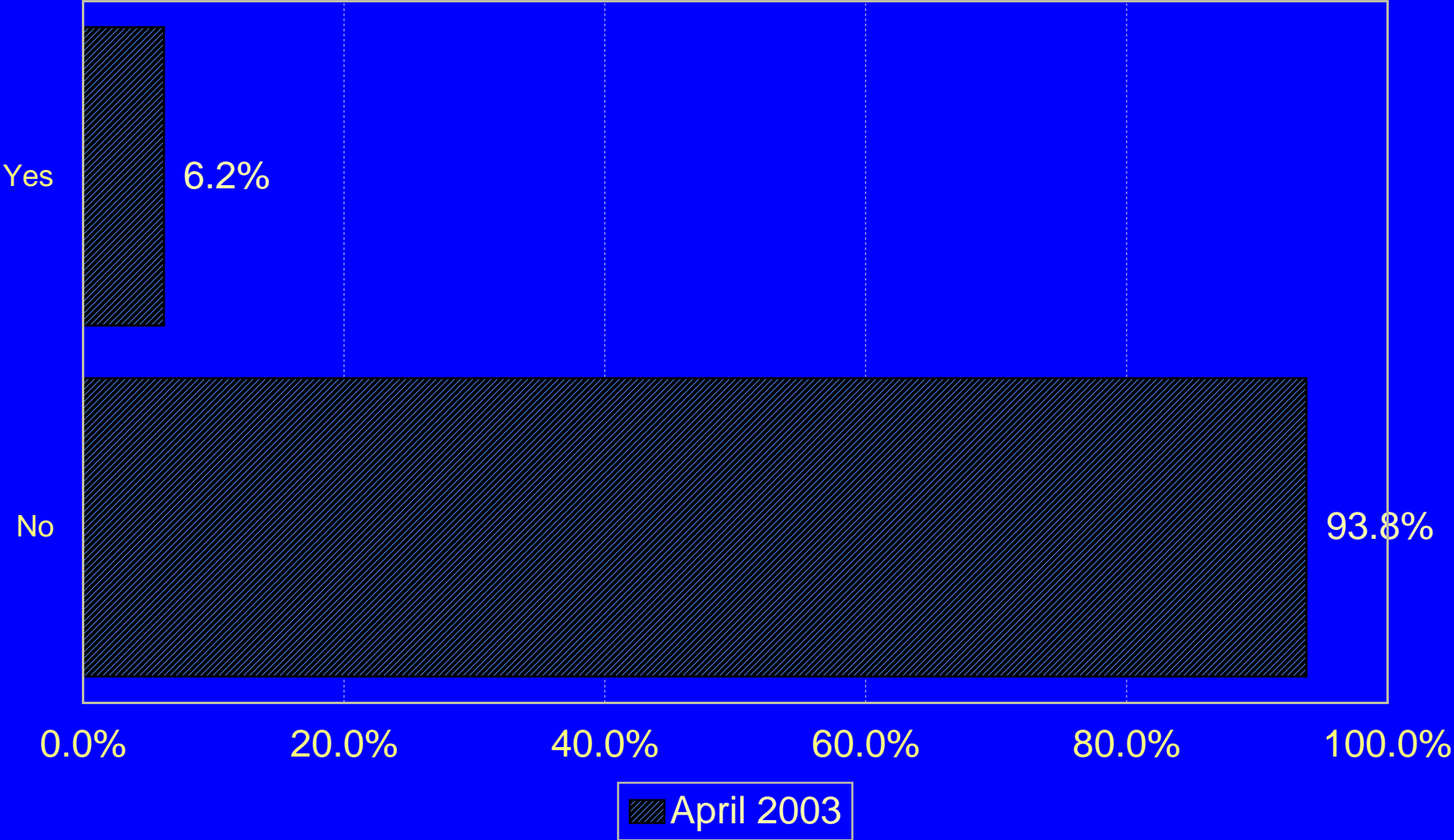
% DISTRIBUTION



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

Q5C. Hispanic/Latino descent?

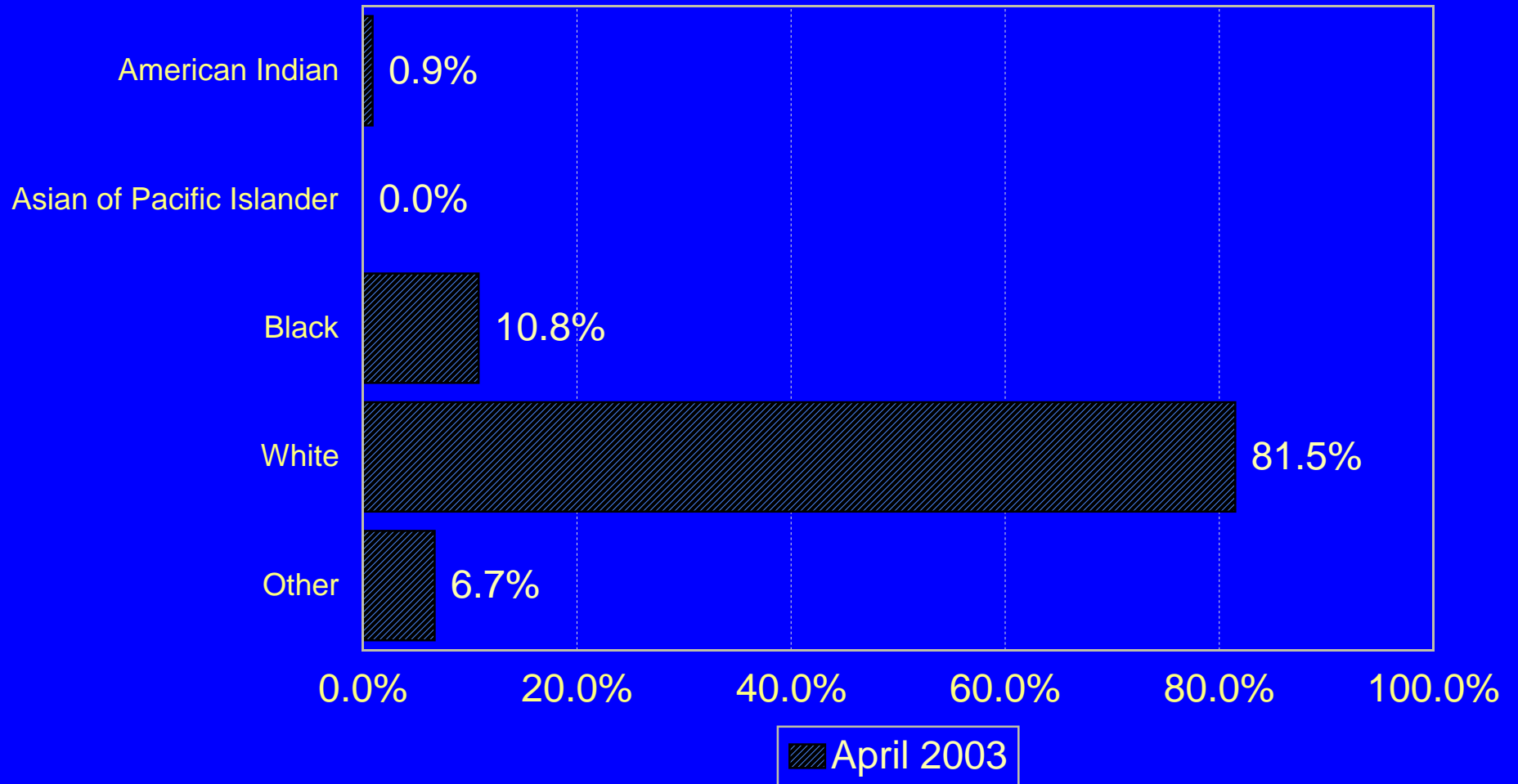
% DISTRIBUTION



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

Q5D. Your race/ethnic group?

% DISTRIBUTION



SOURCE: SCILLIA DOWLING & NATARELLI ADVISORS

RECOMMENDATIONS:

- **DEVELOP A STRATEGIC PLAN FOR LEVERAGING AREA RESOURCES, CONSIDERING THE FACT THAT DEMAND IS VERY LIKELY TO EXCEED SUPPLY OVER THE NEAR-TERM. THE CURRENT ECONOMIC ENVIRONMENT WILL CONTINUE TO STRESS AREA AGENCIES, CREATING MORE DEMAND AGAINST A BACKDROP OF LIMITED RESOURCES.**
- **FURTHER LONGITUDINAL ASSESSMENTS AND MONITORING OF GAPS WILL ALLOW THE UNITED WAY TO DOCUMENT FUTURE SUCCESS OF NEW COMMUNITY INITIATIVES, AND HELP TO MONITOR CHANGING PRIORITIES OF AREA LEADERS.**
- **THIS CURRENT STUDY PROVIDES A "BASELINE MEASURE OF LIVIABILITY" WITHIN THE NEW HAVEN AREA AS INDICATED BY OVERALL SATISFACTION. FUTURE STUDIES CAN DOCUMENT STATISTICAL IMPROVEMENT IN THE OVERALL SATISFACTION READINGS, AND OVERALL QUALITY OF LIFE WITHIN THE NEW HAVEN REGION, REFLECTING WELL ON FUTURE UNITED WAY INITIATIVES.**

Don Klepper-Smith

- **Chief Economist and Director of Research, Scillia Dowling and Natarelli**
 - market research, economic analysis, demographic forecasting, strategic planning (4/2001-).
- **President, DataCore Partners, Inc.**, a consulting firm specializing in economic & demographic analysis, market research, and customer satisfaction (1996-4/2001)
- **SNET's Corporate Economist**, specializing in economic analysis, forecasting & market research- 1982-1996
- **Over 20 years of experience as an economist** involving public utility issues, having been involved with multiple economic impact analyses involving telecommunications, electric utilities and various retail developments, 1979-99
- **Economic Advisor to the Governor of the State of CT**, Weicker Administration
- **Past President of Economic Club of CT**, longtime member of NABE, 1984-86
- **Represented State of CT before multiple Bond Rating agencies on Wall Street**, trying to improve State's bond rating- 1996
- **MPA from S.U.N.Y at Stony Brook** focusing on economics, econometric modeling, statistics & forecasting theory, market research, and program evaluations-1978
- **B.S. in Applied Mathematics** from S.U.N.Y at Stony Brook- 1975
- **Clients** now include SNET, CBIA, United Illuminating, People's Bank, CERC, State of CT, and the U.S Small Business Administration