

Summary

The NOPNA Spring 2008 general survey had 108 responses. There were two surveys given, one that was on-line and one that was paper (at the Block party). The on-line survey received 68 responses while the paper survey had 40. The survey was commissioned by the NOPNA marketing committee to get guidance as to how to move forward with NOPNAs rebranding effort.

The on-line survey had a total of 20 questions while the paper survey had 10. Each survey was designed to gauge respondent's feelings on how they feel about NOPNA and the neighborhood it represents.

Respondent's general feelings about the neighborhood that NOPNA represents was diversity, friendly, community focused and dog oriented. They felt that NOPNA itself was community focused, making a difference and respects the neighborhood by understanding and representing neighborhood issues.

Respondent's wanted NOPNA to improve by focusing on results more as well as becoming more diverse. They also wanted NOPNA to get more involved in the surroundings as well as run their general meeting more effectively.

The 108 respondent's had the following characteristics:

- 39% of them were renters.
- 29% do not attend any NOPNA events
- Most self identify as being professional and liberal with a focus on the community they are in.
- The majority have been in the neighborhood for less than 5 years.
- Their biggest concerns are crime/safety, dirty streets/graffiti and commercial development.
- They also feel that NOPNA's best communications channel is the newsletter, followed by the yahoo group then the general meeting.

Respondent's also felt that NOPNA slogan, "Respect the Neighborhood" accurately represents the group (79% of respondent's) but some respondent's wanted to see a more inclusive slogan that did not seem like an order.

Respondent's who have lived in the neighborhood for more than 5 years had the same responses as the general population except for:

- 77.8% own homes compared to 68.3% for all respondents.
- 69.2% are dues paying members while only 52.5% of all respondents were