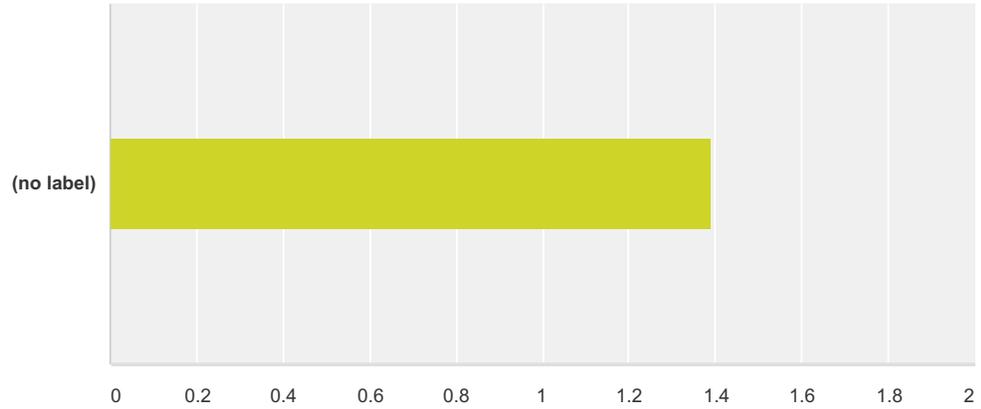


Resident Survey

Q1 It is important that the Village continues to invest resources to keep Village public infrastructure (streets, sidewalks, sewer and water mains, etc.) and parks well-maintained.

Answered: 438 Skipped: 0

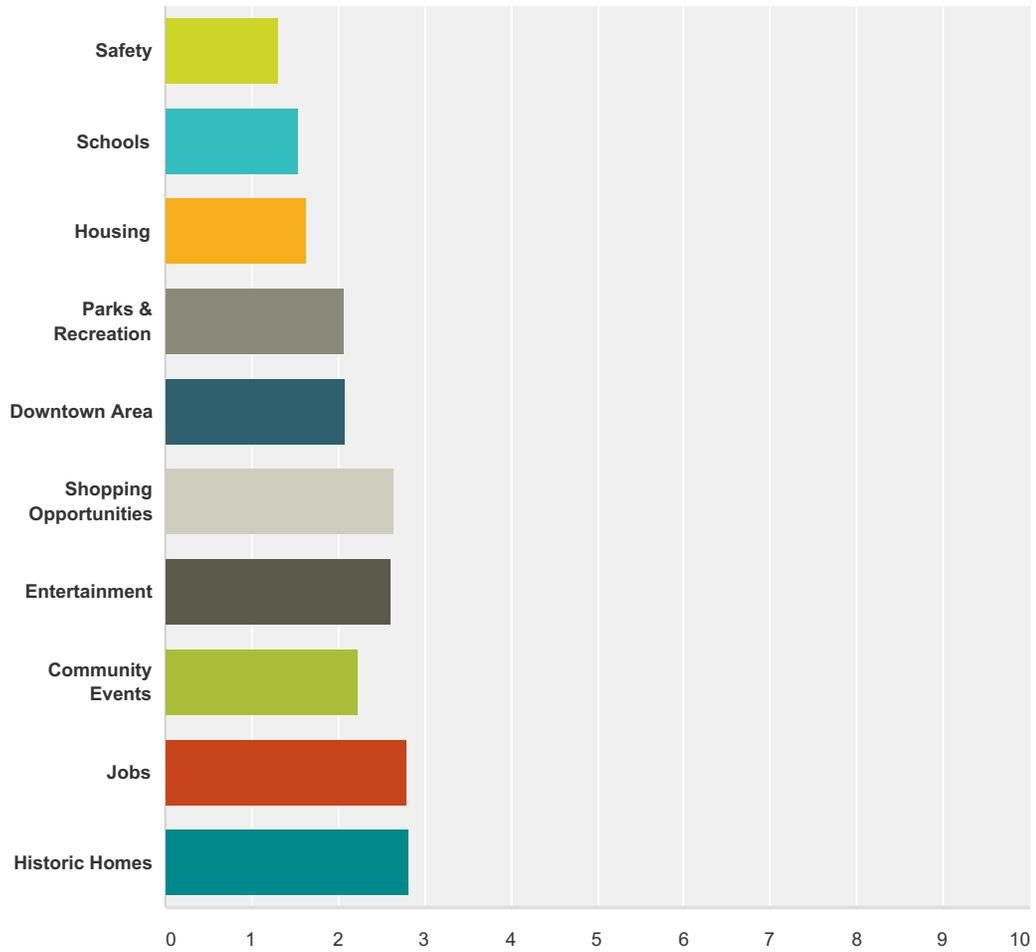


	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Total	Weighted Average
(no label)	69.86% 306	26.26% 115	1.14% 5	0.46% 2	2.28% 10	438	1.39

Resident Survey

Q2 The following qualities are factors in my decision to live in Rockton:

Answered: 438 Skipped: 0



	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Total	Weighted Average
Safety	72.31% 316	24.94% 109	2.06% 9	0.69% 3	0.00% 0	437	1.31
Schools	65.29% 284	17.47% 76	15.17% 66	1.15% 5	0.92% 4	435	1.55
Housing	50.12% 215	39.86% 171	8.39% 36	1.40% 6	0.23% 1	429	1.62
Parks & Recreation	27.65% 120	45.62% 198	21.20% 92	4.61% 20	0.92% 4	434	2.06
Downtown Area	31.80% 138	38.71% 168	21.66% 94	5.07% 22	2.76% 12	434	2.08
Shopping Opportunities	13.29% 57	30.30% 130	39.63% 170	11.66% 50	5.13% 22	429	2.65
Entertainment	12.79% 55	32.33% 139	40.00% 172	10.23% 44	4.65% 20	430	2.62

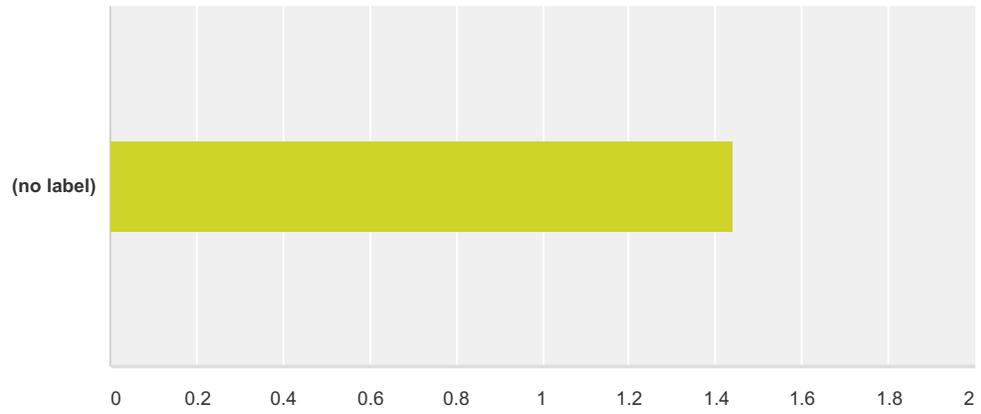
Resident Survey

Community Events	22.53% 98	42.07% 183	28.51% 124	3.45% 15	3.45% 15	435	2.23
Jobs	13.92% 60	21.11% 91	43.62% 188	14.85% 64	6.50% 28	431	2.79
Historic Homes	12.27% 53	23.61% 102	42.36% 183	13.19% 57	8.56% 37	432	2.82

Resident Survey

Q3 I feel safe in the residential areas of the Village of Rockton.

Answered: 437 Skipped: 1

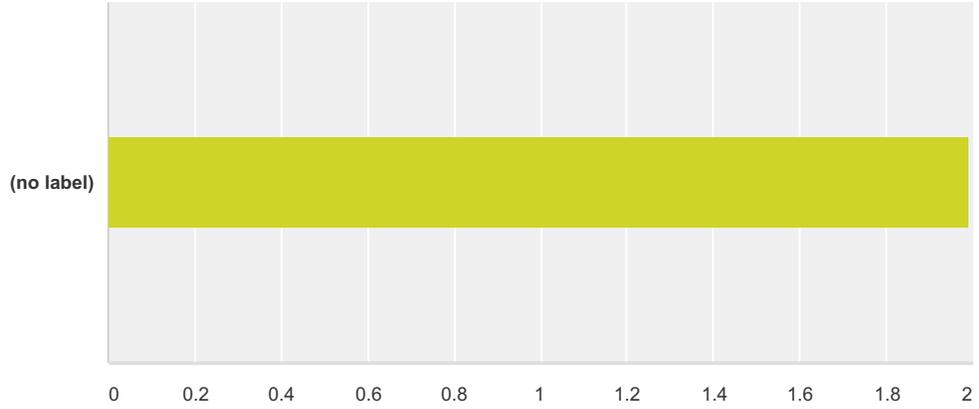


	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Total	Weighted Average
(no label)	61.10% 267	35.47% 155	2.29% 10	0.92% 4	0.23% 1	437	1.44

Resident Survey

Q4 The Village of Rockton is pedestrian-friendly. I feel safe walking and / or biking anywhere I want to go in town.

Answered: 437 Skipped: 1

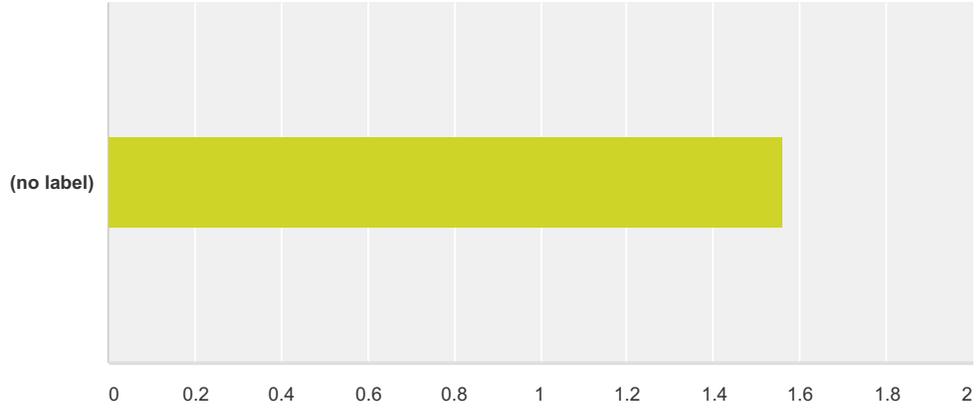


	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Total	Weighted Average
(no label)	37.99% 166	40.96% 179	8.47% 37	9.38% 41	3.20% 14	437	1.99

Resident Survey

Q5 I feel safe in the parks, at community events and shopping in the Village of Rockton.

Answered: 437 Skipped: 1

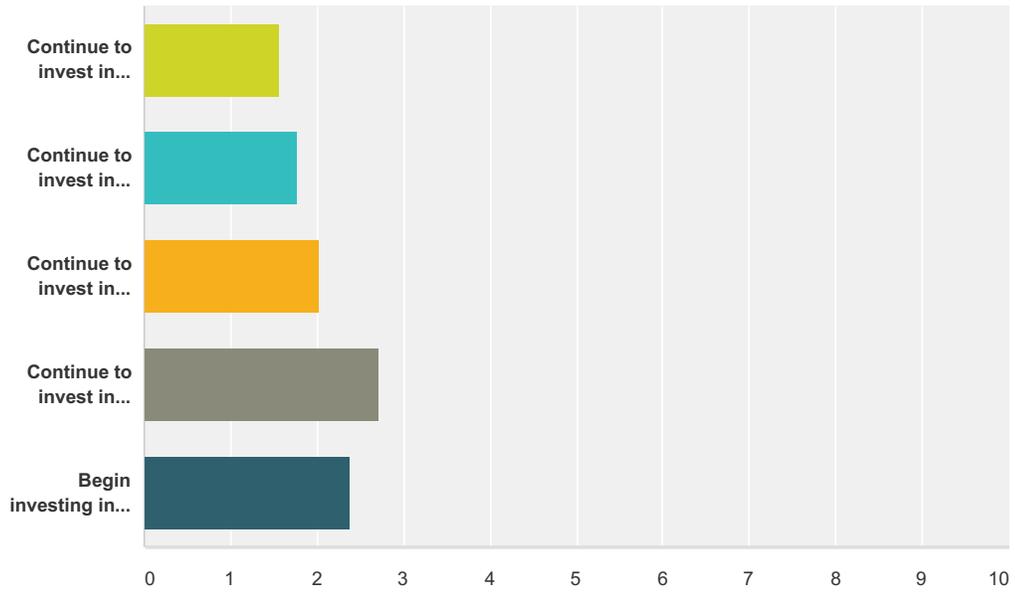


	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Total	Weighted Average
(no label)	51.72% 226	42.79% 187	3.89% 17	0.92% 4	0.69% 3	437	1.56

Resident Survey

Q6 The Village of Rockton should...

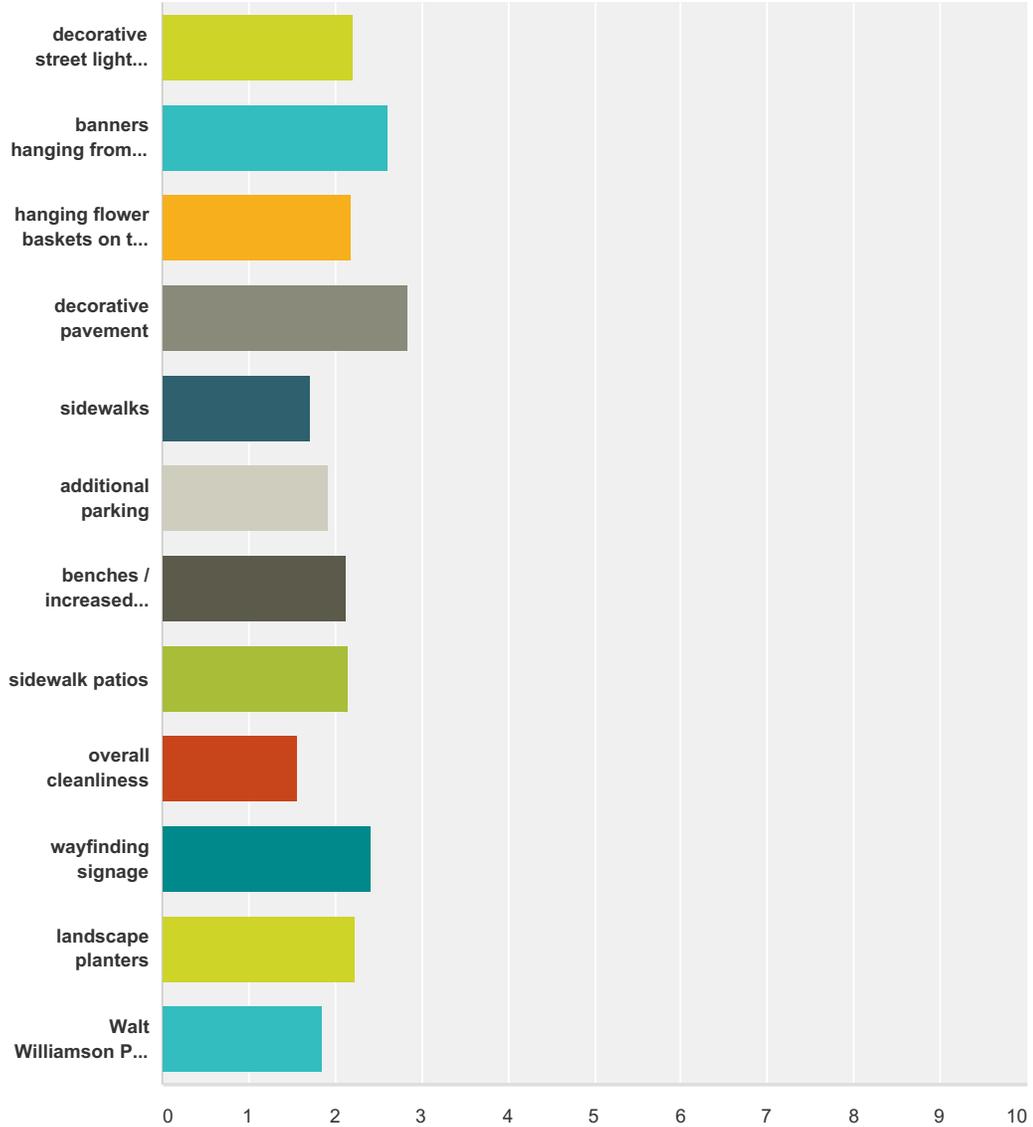
Answered: 432 Skipped: 6



	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Total	Weighted Average
Continue to invest in community events such as Old Settlers Days, Rockton River Market, and Christmas Walk.	60.70% 261	29.53% 127	4.88% 21	3.02% 13	1.86% 8	430	1.56
Continue to invest in passive recreational activities (walking, hiking, bike riding, dog park) such as Thunder Rock Prairie, Barkwood Dog Park and Woodlands Park.	44.32% 191	39.21% 169	12.76% 55	2.32% 10	1.39% 6	431	1.77
Continue to invest in active recreational activities (baseball, softball, football, etc.) such as the Rockton Athletic Complex on Old River Road.	34.03% 146	38.46% 165	20.51% 88	4.43% 19	2.56% 11	429	2.03
Continue to invest in attracting area sports teams like the Rockton Rush semi-professional football team.	17.99% 77	20.56% 88	38.32% 164	17.29% 74	5.84% 25	428	2.72
Begin investing in new recreational activities. For example, a skate park at the Rockton Athletic Complex on Old River Road.	24.94% 107	31.70% 136	29.14% 125	10.26% 44	3.96% 17	429	2.37

Q7 The Village should invest in the following public infrastructure items in downtown Rockton:

Answered: 432 Skipped: 6



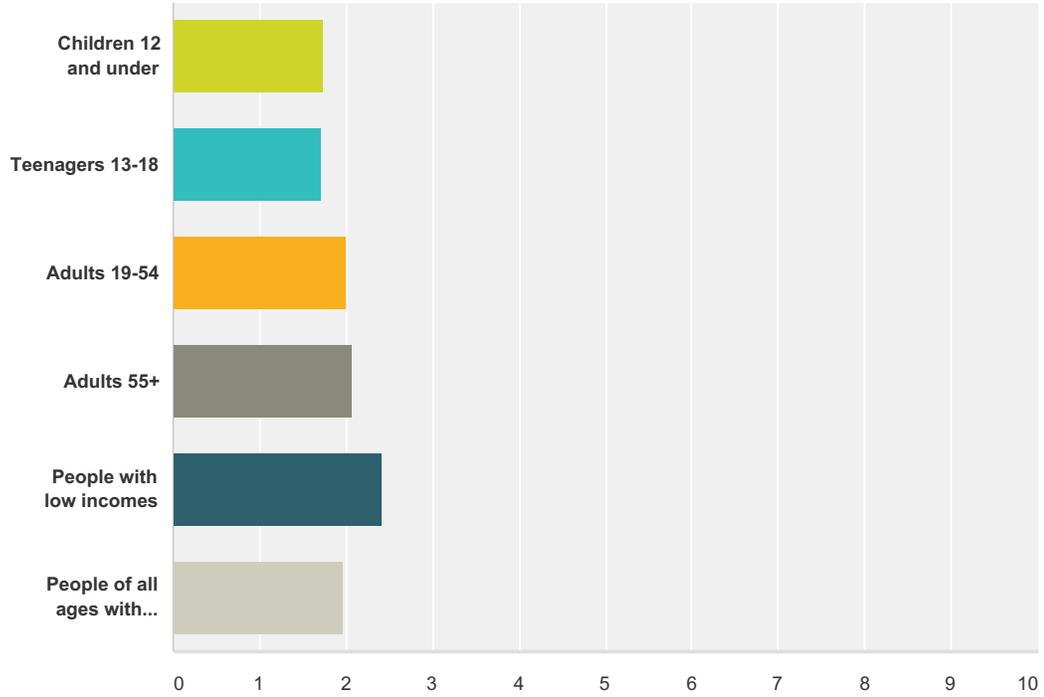
	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Total	Weighted Average
decorative street light poles that can accommodate banners, decorations and / or hanging baskets	25.06% 108	38.98% 168	25.99% 112	8.58% 37	1.39% 6	431	2.22
banners hanging from the street light poles.	16.01% 69	27.61% 119	36.43% 157	17.87% 77	2.09% 9	431	2.62
hanging flower baskets on the street light poles	25.00% 107	40.89% 175	25.00% 107	7.01% 30	2.10% 9	428	2.20
decorative pavement	13.69% 59	21.81% 94	37.82% 163	21.58% 93	5.10% 22	431	2.83

Resident Survey

sidewalks	40.80% 173	48.35% 205	9.43% 40	0.94% 4	0.47% 2	424	1.72
additional parking	37.30% 160	38.93% 167	18.41% 79	4.43% 19	0.93% 4	429	1.93
benches / increased places to sit in general	27.27% 117	40.33% 173	27.04% 116	4.20% 18	1.17% 5	429	2.12
sidewalk patios	30.05% 128	35.21% 150	26.06% 111	5.87% 25	2.82% 12	426	2.16
overall cleanliness	51.52% 220	41.22% 176	6.32% 27	0.70% 3	0.23% 1	427	1.57
wayfinding signage	16.47% 70	35.06% 149	39.29% 167	8.00% 34	1.18% 5	425	2.42
landscape planters	22.48% 96	39.81% 170	29.98% 128	6.56% 28	1.17% 5	427	2.24
Walt Williamson Pool at Village Green Park	38.12% 162	42.12% 179	16.47% 70	2.59% 11	0.71% 3	425	1.86

Q8 Providing services, such as community events and age-specific parks activities, for the following groups is very important.

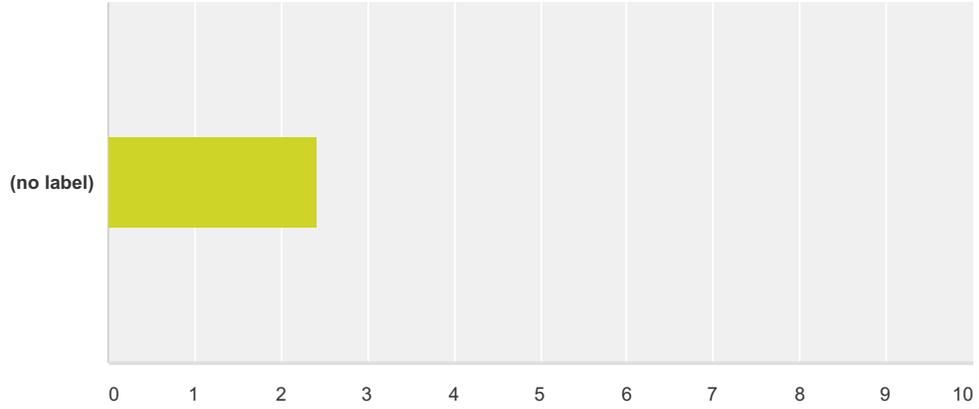
Answered: 432 Skipped: 6



	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Total	Weighted Average
Children 12 and under	44.50% 190	40.52% 173	12.65% 54	1.17% 5	1.17% 5	427	1.74
Teenagers 13-18	45.69% 196	39.86% 171	12.35% 53	1.17% 5	0.93% 4	429	1.72
Adults 19-54	30.07% 129	45.22% 194	20.98% 90	2.56% 11	1.17% 5	429	2.00
Adults 55+	28.90% 124	41.72% 179	25.17% 108	2.80% 12	1.40% 6	429	2.06
People with low incomes	21.18% 90	33.65% 143	31.76% 135	8.94% 38	4.47% 19	425	2.42
People of all ages with disabilities	32.17% 138	43.82% 188	20.28% 87	1.86% 8	1.86% 8	429	1.97

Q9 Fees are reasonable to swim at Walt Williamson Pool, use the Barkwood Dog Park or rent Village facilities.

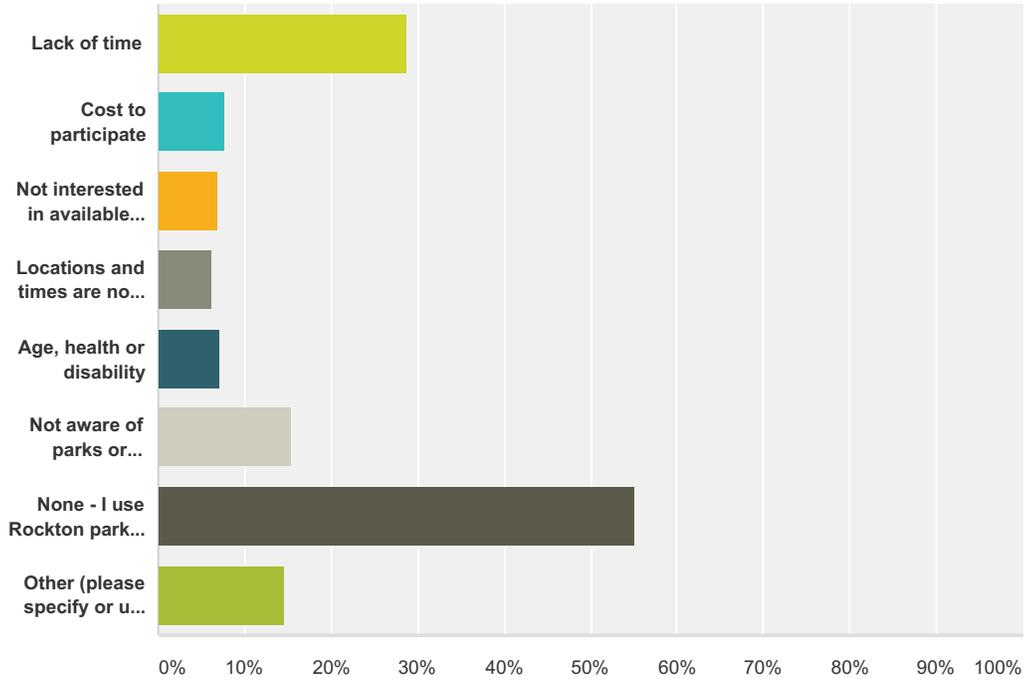
Answered: 426 Skipped: 12



	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Total	Weighted Average
(no label)	13.62% 58	39.20% 167	39.20% 167	6.10% 26	1.88% 8	426	2.43

Q10 If you or your household does not use Village of Rockton parks or attend community events, what barriers keep you from doing so? Please check all that apply.

Answered: 426 Skipped: 12

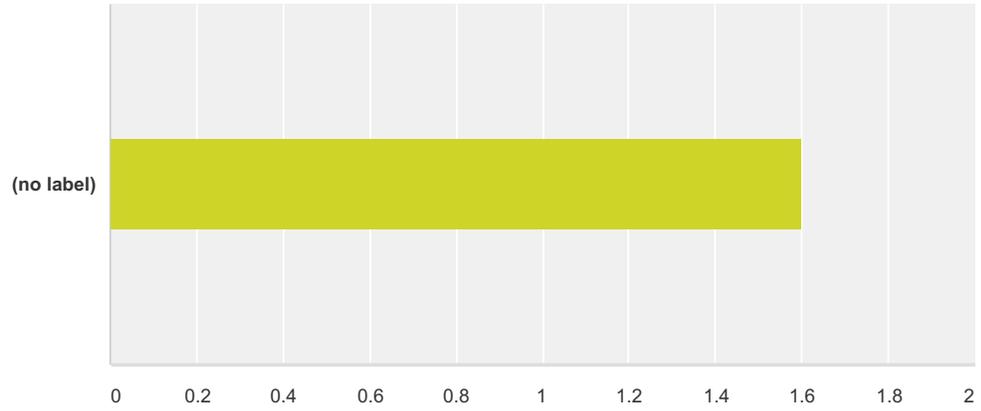


Answer Choices	Responses
Lack of time	28.87% 123
Cost to participate	7.75% 33
Not interested in available parks or offered community events	6.81% 29
Locations and times are not convenient	6.34% 27
Age, health or disability	7.04% 30
Not aware of parks or community events	15.49% 66
None - I use Rockton parks and attend community events.	55.16% 235
Other (please specify or use to expand upon checked boxes).	14.55% 62
Total Respondents: 426	

Resident Survey

Q11 I am aware that Village of Rockton residents receive discounted rates for user fees for the pool, dog park and Village facilities.

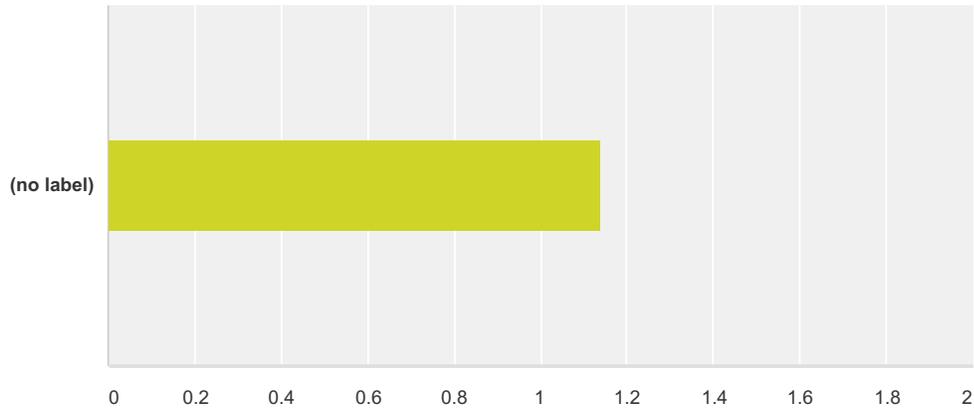
Answered: 426 Skipped: 12



	Yes	No	Not Sure	Total	Weighted Average
(no label)	49.77% 212	40.14% 171	10.09% 43	426	1.60

Q12 Have you or a member of your household visited a Village park or attended a Village organized or supported event (Old Settlers Days, Rockton River Market, Christmas Walk, Rockton Rush, etc.) in the past year?

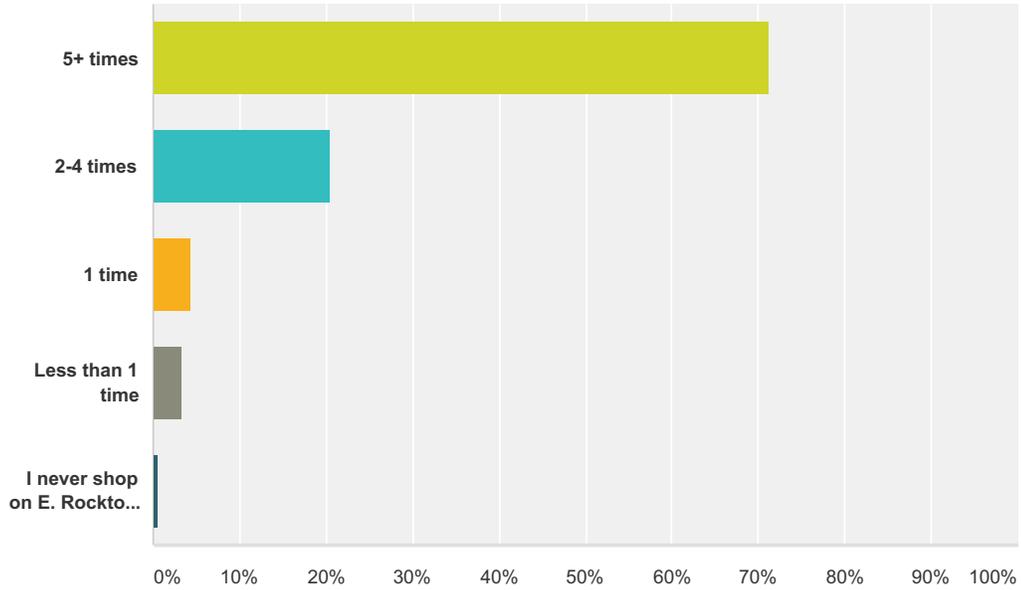
Answered: 426 Skipped: 12



	Yes	No	Not Sure	Total	Weighted Average
(no label)	86.38% 368	13.15% 56	0.47% 2	426	1.14

Q13 On average, how often in the past month do you shop retail establishments on E. Rockton Road (Walmart, Farm & Fleet, etc.)?

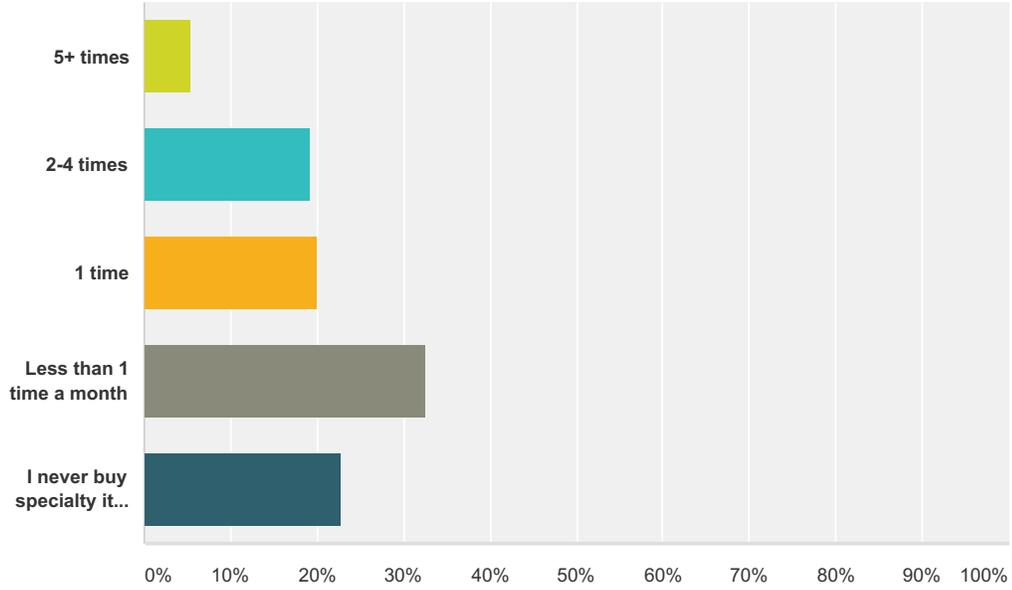
Answered: 412 Skipped: 26



Answer Choices	Responses	Count
5+ times	71.12%	293
2-4 times	20.39%	84
1 time	4.37%	18
Less than 1 time	3.40%	14
I never shop on E. Rockton Road.	0.73%	3
Total		412

Q14 On average, how often in the past month have you purchased specialty items in downtown Rockton?

Answered: 412 Skipped: 26

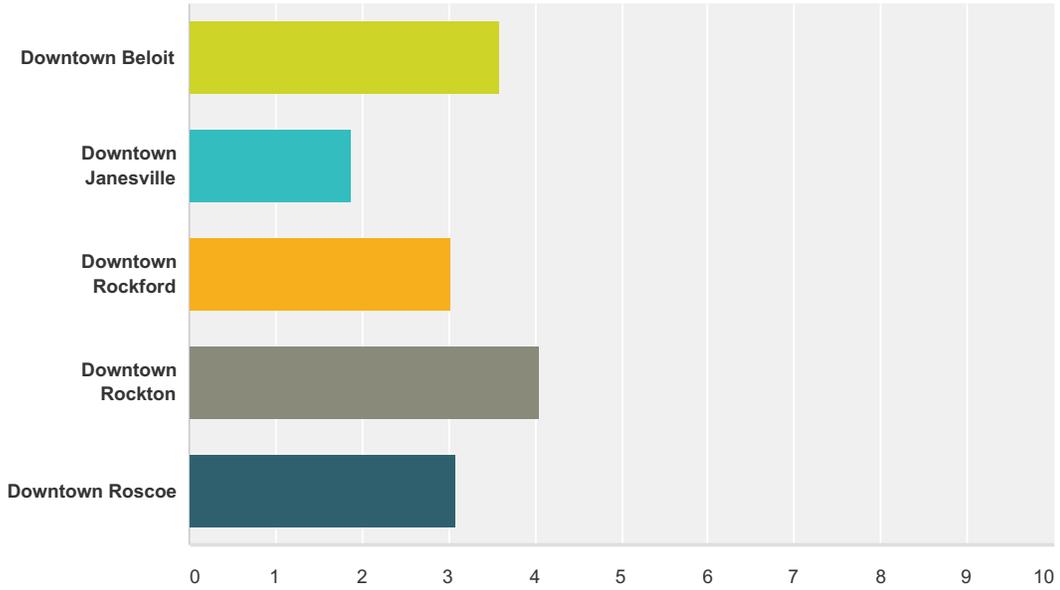


Answer Choices	Responses	Count
5+ times	5.34%	22
2-4 times	19.17%	79
1 time	20.15%	83
Less than 1 time a month	32.52%	134
I never buy specialty items in downtown Rockton.	22.82%	94
Total		412

Resident Survey

Q15 Please rank these downtown areas in order of how frequently you visit them for entertainment / shopping / dining opportunities, 1 being the most frequent and 5 being the least frequent.

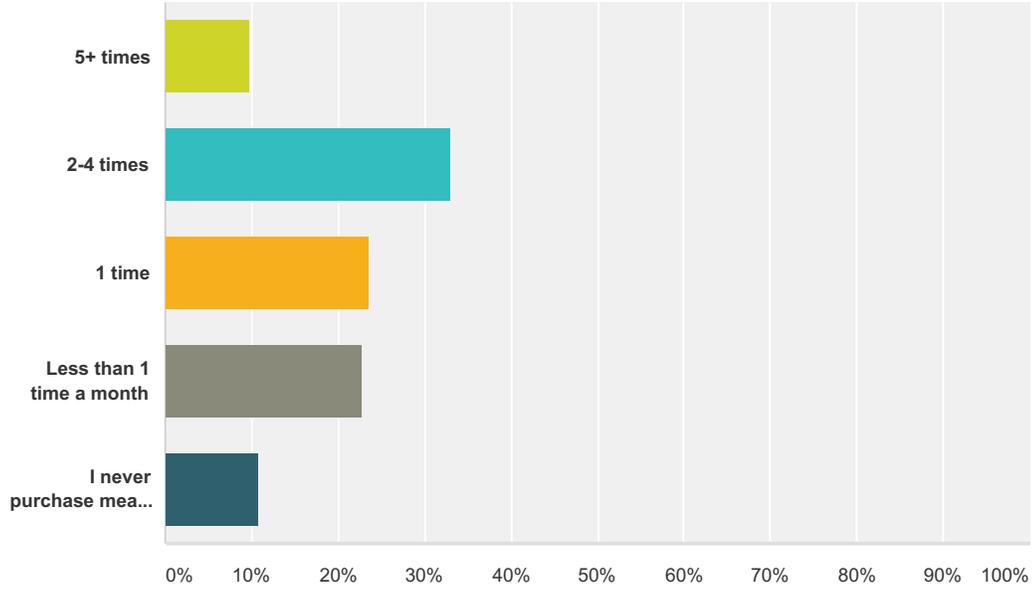
Answered: 412 Skipped: 26



	1	2	3	4	5	N/A	Total	Score
Downtown Beloit	25.73% 106	22.09% 91	18.93% 78	16.02% 66	3.16% 13	14.08% 58	412	3.60
Downtown Janesville	3.16% 13	5.34% 22	8.01% 33	14.56% 60	37.14% 153	31.80% 131	412	1.87
Downtown Rockford	14.81% 61	14.32% 59	23.79% 98	17.23% 71	12.62% 52	17.23% 71	412	3.02
Downtown Rockton	40.53% 167	31.07% 128	13.35% 55	8.50% 35	1.94% 8	4.61% 19	412	4.05
Downtown Roscoe	11.89% 49	22.09% 91	22.57% 93	22.09% 91	8.50% 35	12.86% 53	412	3.08

Q16 On average, how often in the past month have you purchased meals in downtown Rockton?

Answered: 412 Skipped: 26

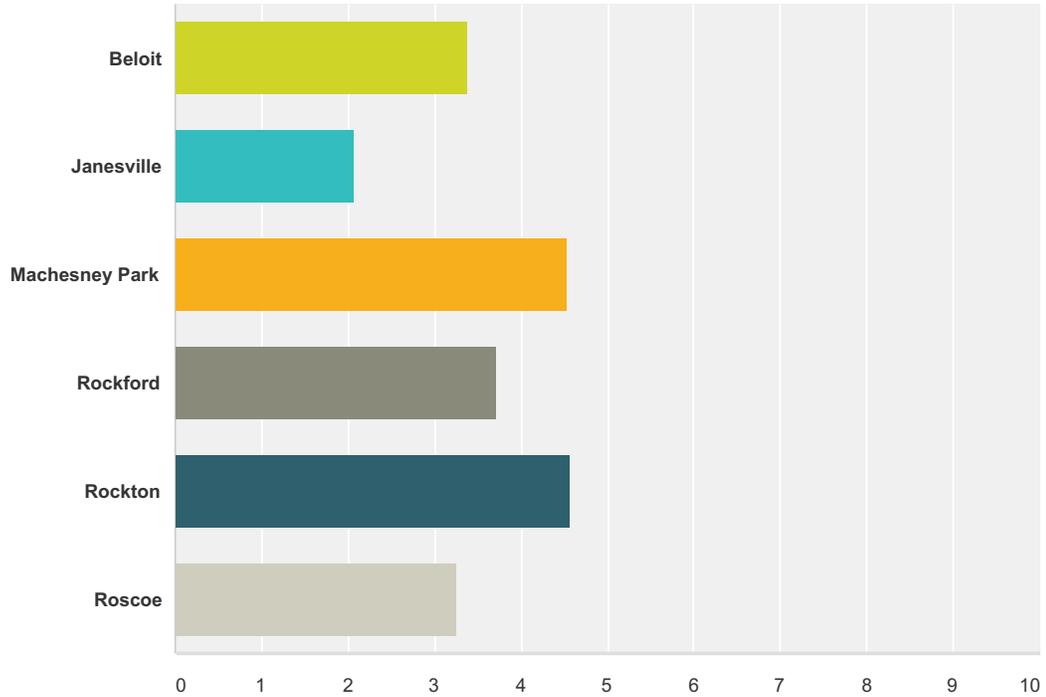


Answer Choices	Responses
5+ times	9.71% 40
2-4 times	33.01% 136
1 time	23.54% 97
Less than 1 time a month	22.82% 94
I never purchase meals in downtown Rockton.	10.92% 45
Total	412

Resident Survey

Q17 Please rank these communities in order of how frequently you visit and make purchases there, 1 being most frequent and 6 being least frequent.

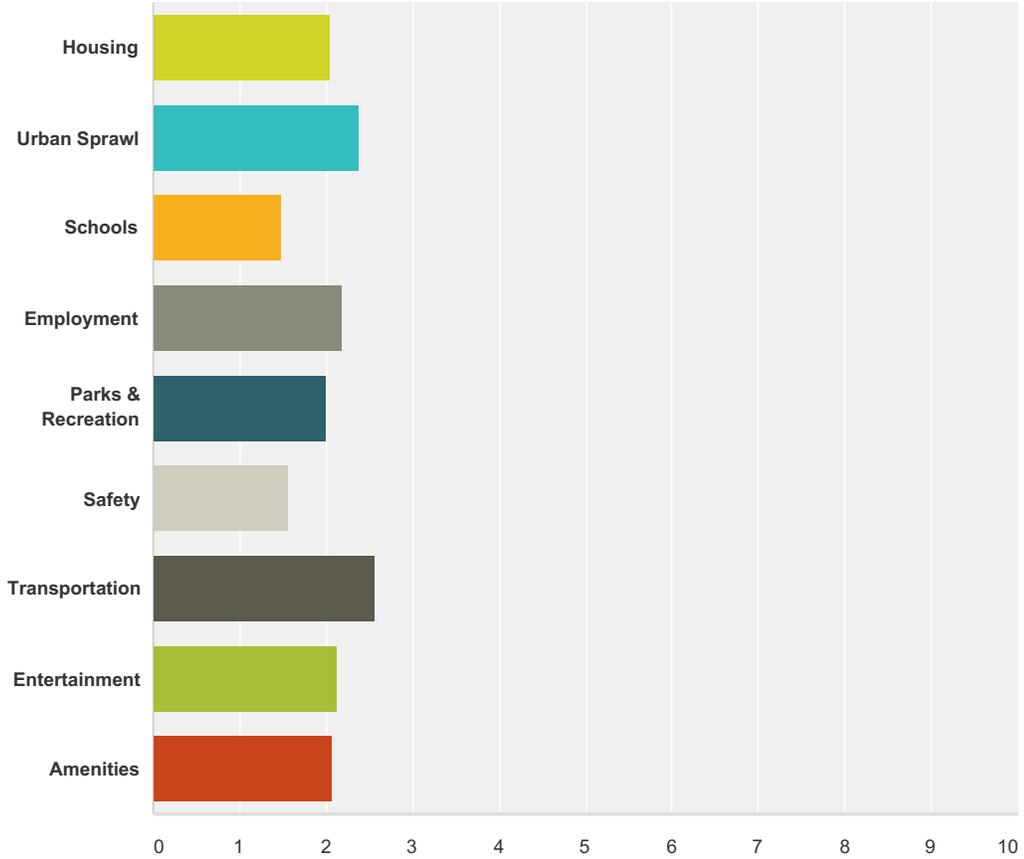
Answered: 412 Skipped: 26



	1	2	3	4	5	6	N/A	Total	Score
Beloit	9.71% 40	15.05% 62	14.81% 61	20.63% 85	24.03% 99	7.04% 29	8.74% 36	412	3.39
Janesville	3.40% 14	3.88% 16	6.80% 28	8.98% 37	16.02% 66	41.99% 173	18.93% 78	412	2.07
Machesney Park	29.13% 120	25.00% 103	21.60% 89	10.44% 43	6.55% 27	2.67% 11	4.61% 19	412	4.54
Rockford	13.35% 55	18.69% 77	20.39% 84	20.15% 83	14.32% 59	8.01% 33	5.10% 21	412	3.71
Rockton	37.62% 155	18.93% 78	18.69% 77	10.68% 44	9.22% 38	2.91% 12	1.94% 8	412	4.57
Roscoe	6.31% 26	17.23% 71	14.81% 61	23.06% 95	18.93% 78	13.11% 54	6.55% 27	412	3.25

Q18 The following issues are or will be important for the Village of Rockton in the next 5-10 years.

Answered: 396 Skipped: 42



	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Total	Weighted Average
Housing	32.15% 127	41.27% 163	17.97% 71	7.59% 30	1.01% 4	395	2.04
Urban Sprawl	21.57% 85	35.79% 141	28.93% 114	11.42% 45	2.28% 9	394	2.37
Schools	63.29% 250	28.86% 114	4.30% 17	2.53% 10	1.01% 4	395	1.49
Employment	25.45% 100	39.19% 154	27.74% 109	6.11% 24	1.53% 6	393	2.19
Parks & Recreation	25.58% 100	53.96% 211	16.37% 64	2.81% 11	1.28% 5	391	2.00
Safety	56.06% 222	35.10% 139	6.82% 27	1.26% 5	0.76% 3	396	1.56
Transportation	16.07% 63	32.91% 129	34.44% 135	12.24% 48	4.34% 17	392	2.56
Entertainment	25.19% 99	45.04% 177	23.92% 94	4.33% 17	1.53% 6	393	2.12

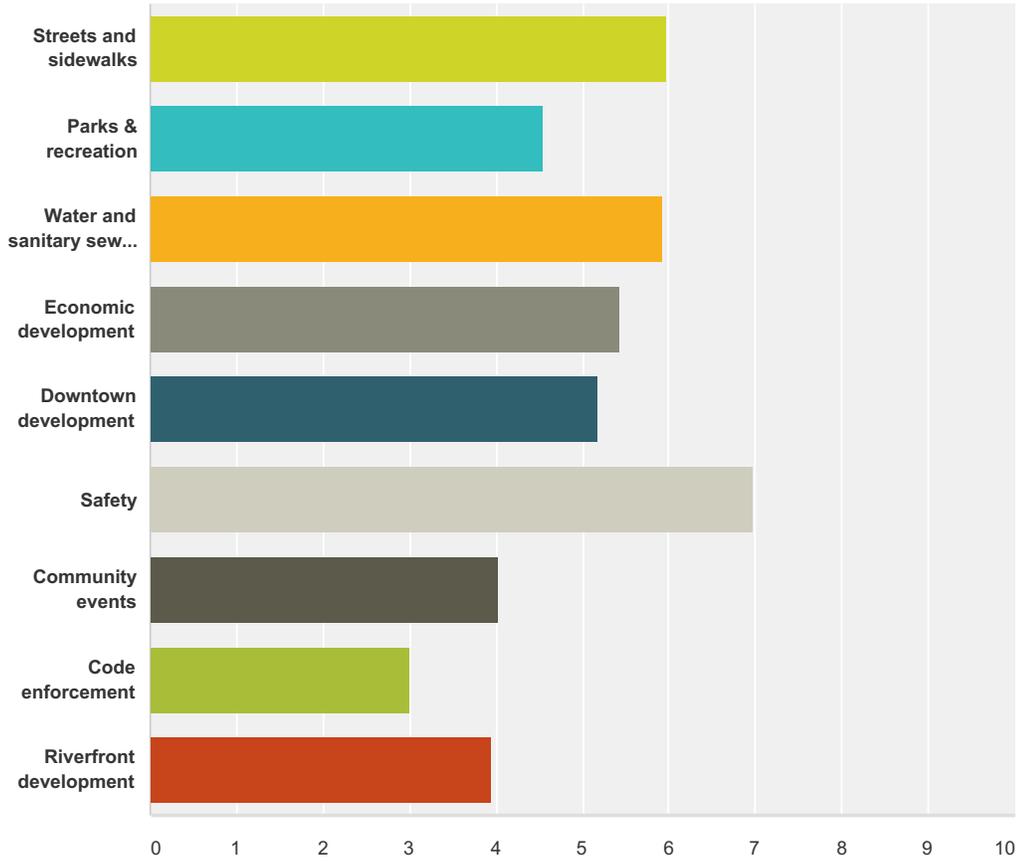
Resident Survey

Amenities	27.32% 106	45.10% 175	23.45% 91	2.84% 11	1.29% 5	388	2.06
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Resident Survey

Q19 Of the following priorities, rank them in order of your opinion as to how important they should be to the Village, 1 being the most important and 9 being the least important.

Answered: 396 Skipped: 42



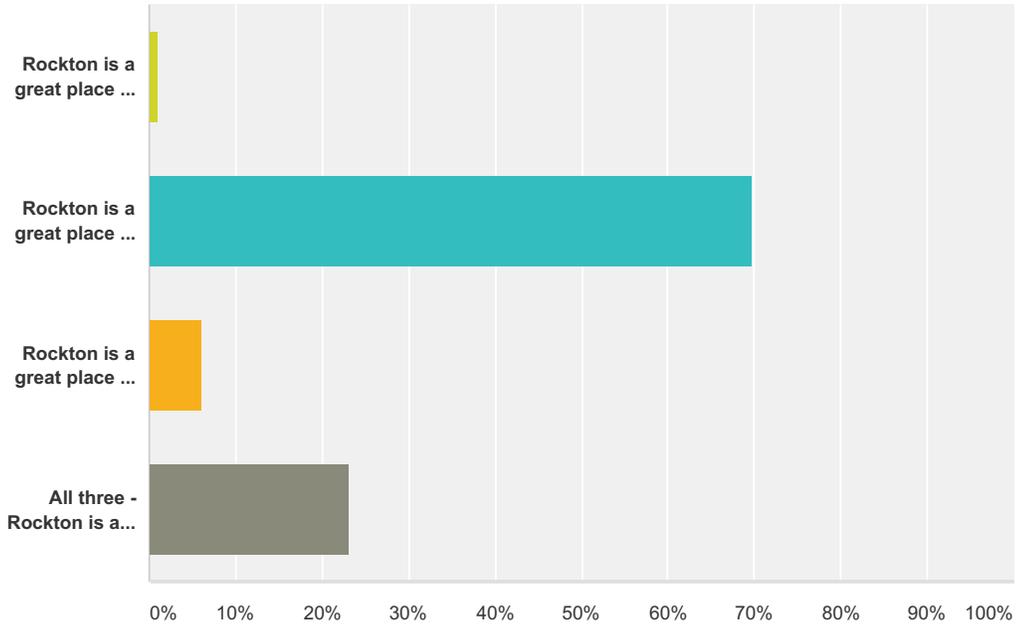
	1	2	3	4	5	6	7	8	9	Total	Score
Streets and sidewalks	10.61% 42	18.69% 74	18.94% 75	12.12% 48	13.64% 54	10.61% 42	7.83% 31	5.81% 23	1.77% 7	396	5.98
Parks & recreation	3.28% 13	7.58% 30	10.61% 42	13.64% 54	12.37% 49	16.92% 67	16.67% 66	10.86% 43	8.08% 32	396	4.56
Water and sanitary sewer service	14.39% 57	22.98% 91	15.15% 60	8.84% 35	7.58% 30	9.09% 36	7.58% 30	9.09% 36	5.30% 21	396	5.93
Economic development	10.61% 42	9.34% 37	13.13% 52	16.92% 67	16.92% 67	9.34% 37	12.37% 49	7.58% 30	3.79% 15	396	5.42
Downtown development	8.33% 33	11.36% 45	10.10% 40	12.63% 50	15.91% 63	16.92% 67	11.36% 45	11.11% 44	2.27% 9	396	5.18
Safety	43.43% 172	11.87% 47	12.12% 48	7.07% 28	5.81% 23	5.81% 23	6.82% 27	3.79% 15	3.28% 13	396	6.97
Community events	1.77% 7	6.82% 27	6.57% 26	11.62% 46	11.11% 44	14.65% 58	18.43% 73	18.18% 72	10.86% 43	396	4.03

Resident Survey

Code enforcement	1.77% 7	5.30% 21	4.80% 19	8.08% 32	7.07% 28	5.81% 23	7.58% 30	18.94% 75	40.66% 161	396	3.00
Riverfront development	5.81% 23	6.06% 24	8.59% 34	9.09% 36	9.60% 38	10.86% 43	11.36% 45	14.65% 58	23.99% 95	396	3.94

Q20 Please select the statement that most closely matches your view of Rockton's current identity.

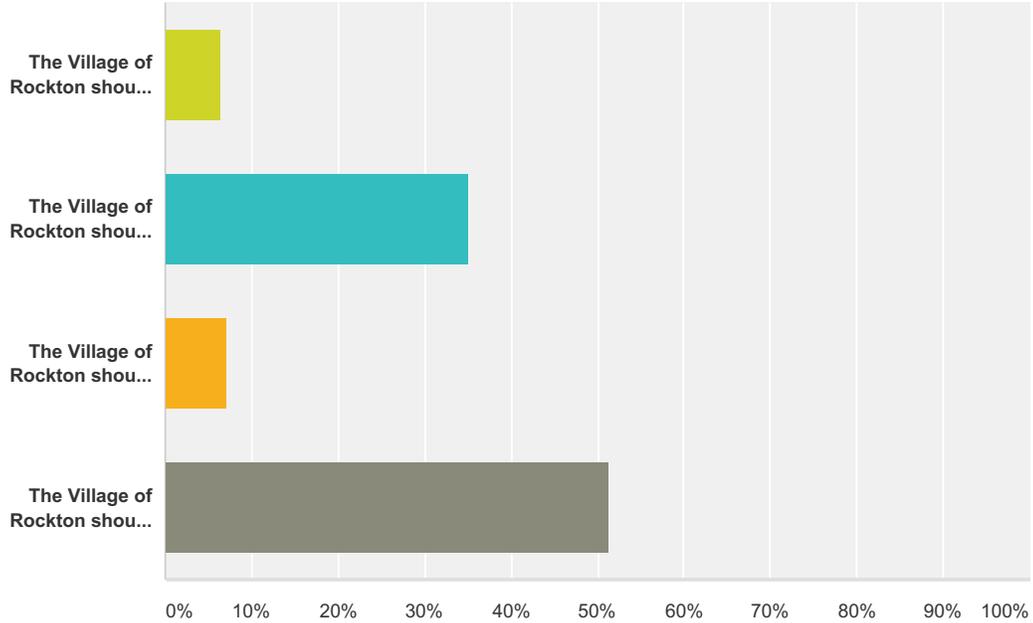
Answered: 396 Skipped: 42



Answer Choices	Responses	
Rockton is a great place for work - it's a good place to look for a job or open a business.	1.01%	4
Rockton is a great place to live - I live here but work in another community.	69.70%	276
Rockton is a great place to shop and play - I like to spend money and social time in the Rockton area.	6.06%	24
All three - Rockton is a great place for working, living, shopping and playing.	23.23%	92
Total		396

Q21 Please select the statement that most closely matches your view of Rockton's future identity.

Answered: 396 Skipped: 42

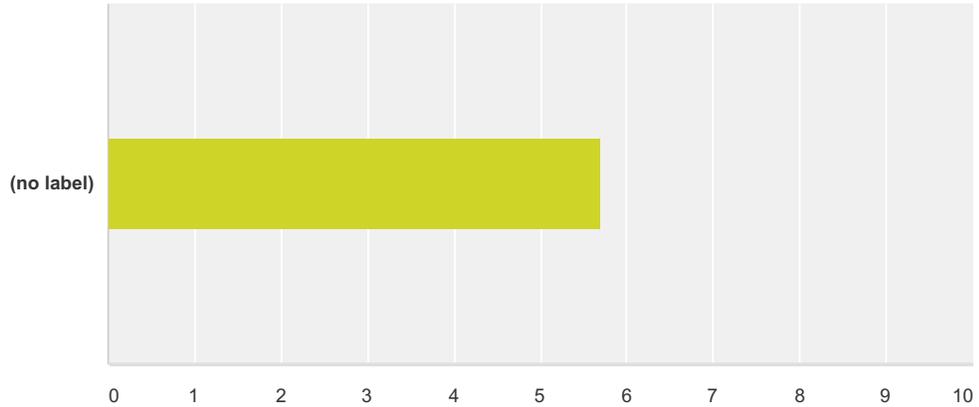


Answer Choices	Responses
The Village of Rockton should focus on attracting more large employers within its boundaries for residents - good jobs need to be located here.	6.57% 26
The Village of Rockton should focus on being a "bedroom community" for residents - a high quality of life and available amenities for residents is most important.	35.10% 139
The Village of Rockton should focus on attracting more retail for its residents - I don't want to shop in other communities.	7.07% 28
The Village of Rockton should focus on balancing the needs and wants of major employers, quality of life and entertainment for residents and shopping opportunities for residents.	51.26% 203
Total	396

Resident Survey

Q22 On a 10 point scale, with 1 being the lowest and 10 the highest, how would you rate the overall services, value and quality of the municipality of Rockton as an asset to its residents?

Answered: 394 Skipped: 44



	1	2	3	4	5	6	7	8	9	10	Total	Weighted Average
(no label)	0.76% 3	1.02% 4	2.54% 10	3.30% 13	8.88% 35	7.61% 30	22.59% 89	29.70% 117	15.48% 61	8.12% 32	394	5.69

**Q23 What can the Village do to make the
above number higher?**

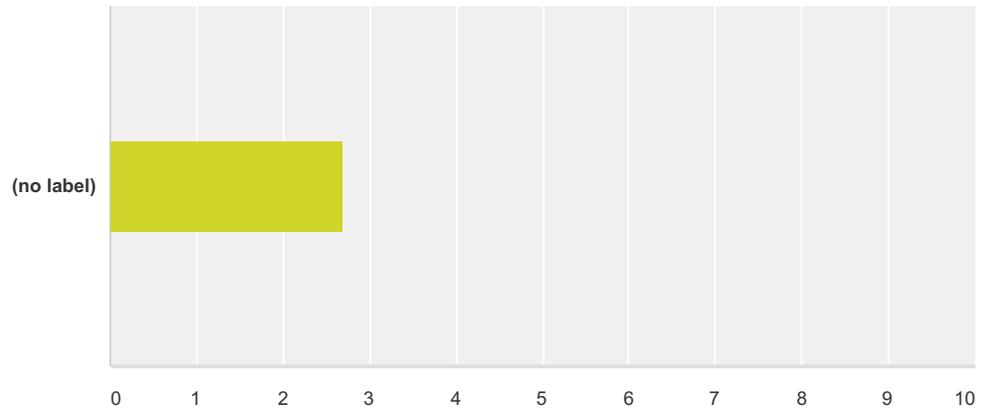
Answered: 180 Skipped: 258

Q24 Is there anything else you would like the Village to consider when making decisions about services and funding?

Answered: 151 Skipped: 287

Q25 The Village portion of my total property tax bill is a fair return on my investment.

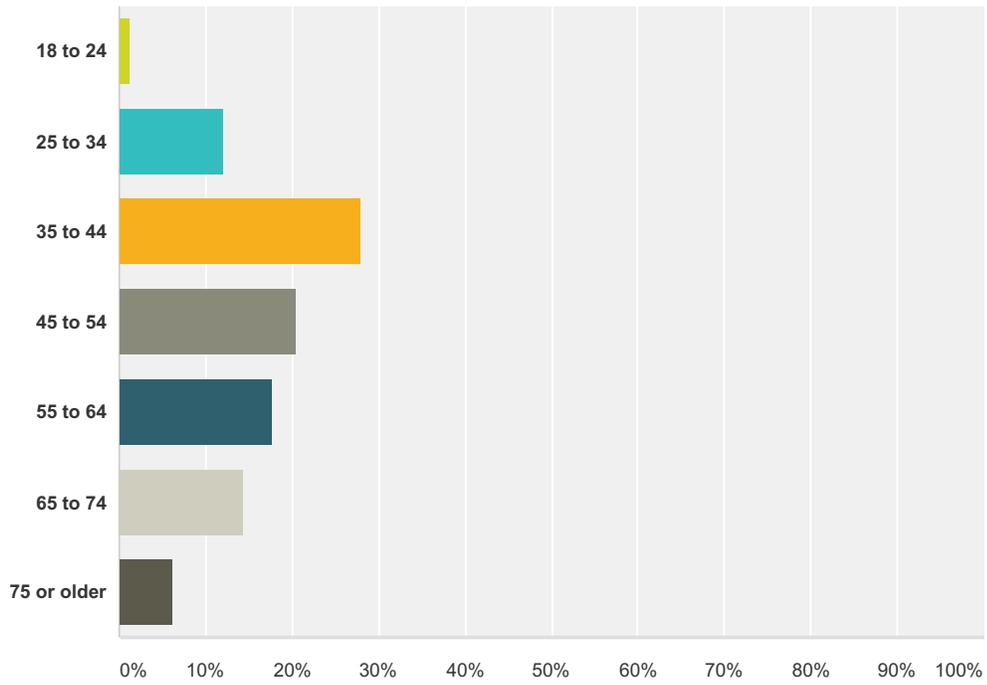
Answered: 394 Skipped: 44



	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Total	Weighted Average
(no label)	4.06% 16	38.07% 150	45.18% 178	10.15% 40	2.54% 10	394	2.69

Q26 What is your age?

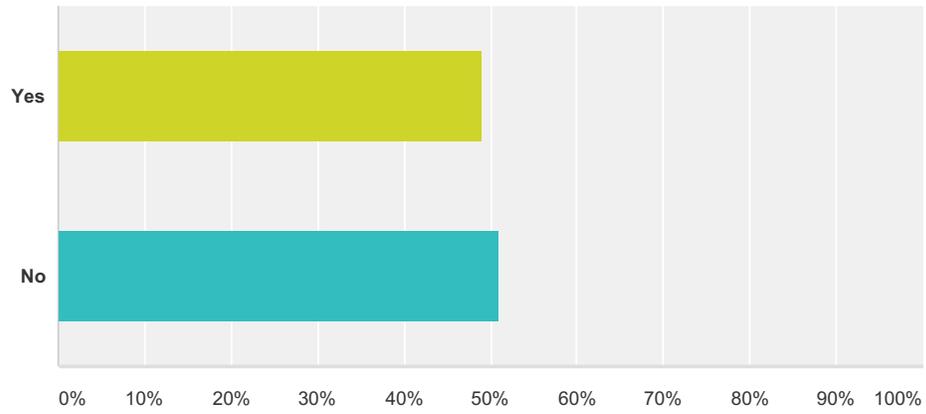
Answered: 383 Skipped: 55



Answer Choices	Responses
18 to 24	1.31% 5
25 to 34	12.01% 46
35 to 44	27.94% 107
45 to 54	20.37% 78
55 to 64	17.75% 68
65 to 74	14.36% 55
75 or older	6.27% 24
Total	383

Q27 Do you have children under 18 living in your home?

Answered: 381 Skipped: 57



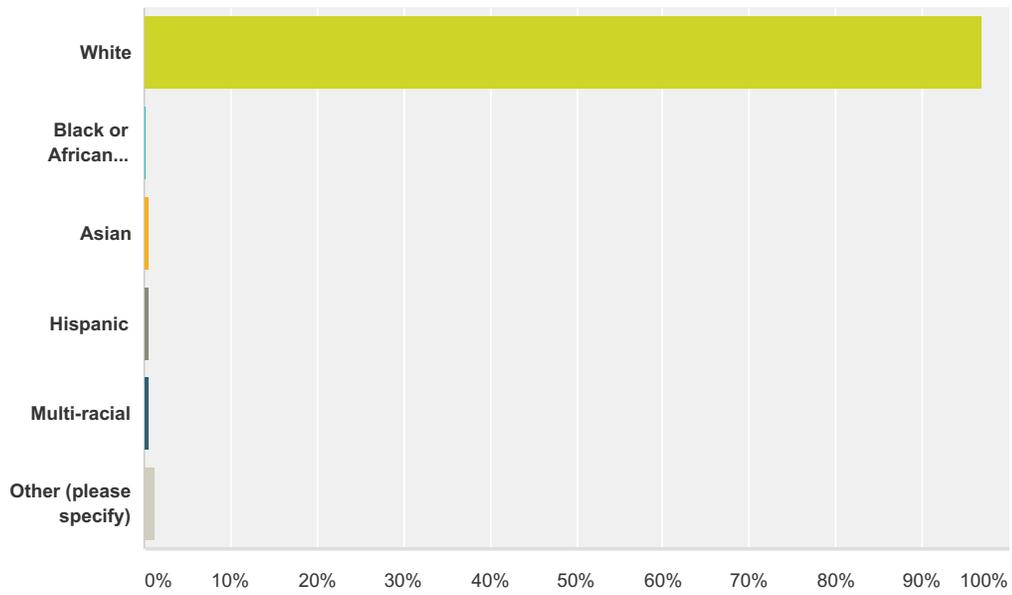
Answer Choices	Responses	
Yes	49.08%	187
No	50.92%	194
Total		381

Q28 What is your zip code?

Answered: 390 Skipped: 48

Q29 What racial or ethnic group do you consider yourself?

Answered: 379 Skipped: 59



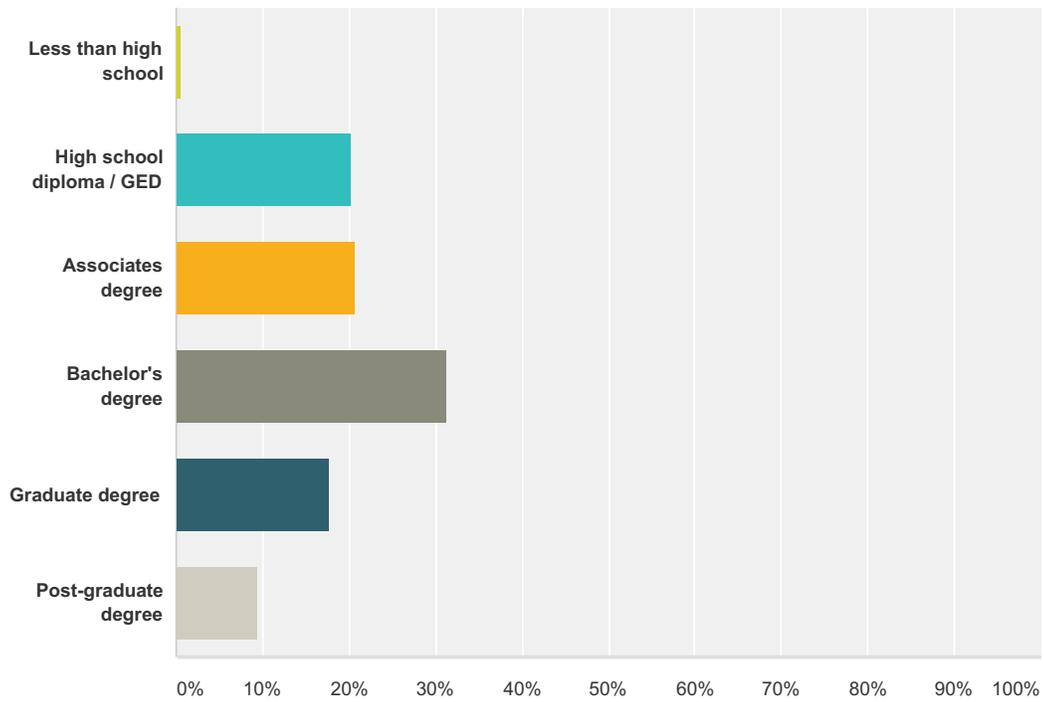
Answer Choices	Responses
White	96.83% 367
Black or African American	0.26% 1
Asian	0.53% 2
Hispanic	0.53% 2
Multi-racial	0.53% 2
Other (please specify)	1.32% 5
Total	379

Q30 If you would like to be entered into the drawing for a 2016 season family pass to the Walt Williamson Pool at Village Green Park for completing this survey, please provide your name, address and email. *By providing your email, you consent to receive periodic emails with Village updates and from which you can unsubscribe at any time.

Answered: 209 Skipped: 229

Q31 What is the highest level of schooling you have completed?

Answered: 381 Skipped: 57

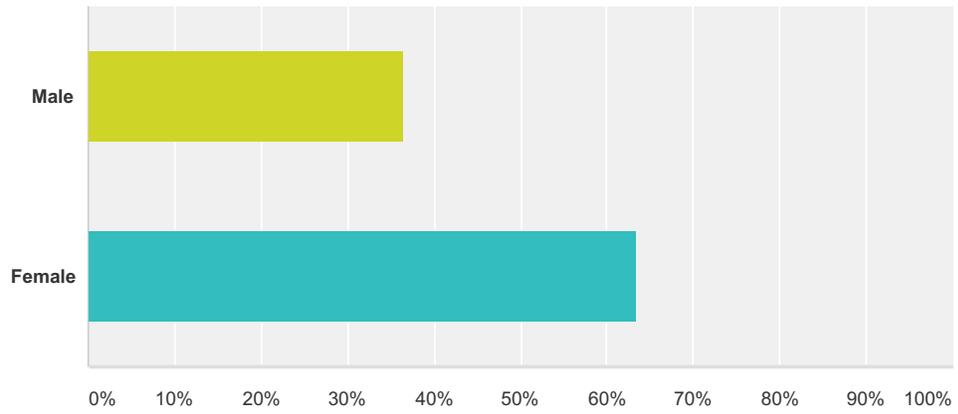


Answer Choices	Responses
Less than high school	0.52% 2
High school diploma / GED	20.21% 77
Associates degree	20.73% 79
Bachelor's degree	31.23% 119
Graduate degree	17.85% 68
Post-graduate degree	9.45% 36
Total	381

Resident Survey

Q32 Your gender:

Answered: 380 Skipped: 58



Answer Choices	Responses
Male	36.58% 139
Female	63.42% 241
Total	380